

Automotive News

C 2700-14

March 19, 1984

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Looking up Down Under



Holden's new Commodore Calaise

New Holden Calaise is a fully equipped car. Standard equipment includes air conditioning, power steering, central locking, electronic fuel injection, cruise control, trip computer, alloy wheels, 60-series tires, electronic instruments and a top-grade sound system. Story on Page 34.

Imported-car inventory moves up to 29 days

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars inched upward during February, but it didn't make much difference — shortages were still the rule, particularly among the Japanese nameplates as the current period of voluntary restraints neared its end and shipments lagged behind demand.

In fact, the increase was due in part to lower sales, which resulted from the meager stocks on hand.

New imported cars in dealer inventory and port stockpiles totaled 207,683 March 1, a 29-day supply, compared with 205,337 a month earlier, which was a 26-day supply.

A year ago, there were 316,745 new imported cars in stock, a 41-day supply.

The supply of new imported pickup trucks declined during the month, however, to 62,893 units, a 34-day supply, compared with 78,471 a month earlier, a

45-day stock. A year earlier, there were 93,593 trucks in stock, a hefty 83-day supply.

The combined imported car and truck inventory totaled 270,576, a 30-day supply, compared with 283,808 on Feb. 1, also a 30-day supply. A year ago, the combined inventory was 410,338 on March 1, a 47-day supply.

- The inventory of Japanese-built cars March 1 totaled 113,070 units, a 20-day supply, compared with 124,124 a month earlier, also a 20-day supply.

Japanese nameplates and their March 1 days-supply figures were: Toyota, 9; Mitsubishi, 18; Honda, 19; Mazda, 21; Nissan, 22; Subaru, 27, and Isuzu, 32.

In addition, Chrysler Corp. had a 64-day supply of Mitsubishi-built cars, including Plymouth and Dodge Vista, 25; Dodge Colt, 53; Plymouth Colt, 54; Plymouth Conquest/Sapporo,

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Traditional franchise system to continue

Porsche changes its mind

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Porsche AG last week abandoned its plan to distribute cars in the U. S. through a channel that included company-run outlets and has opted for a traditional franchise system when it ends its agreement with Volkswagen of America Aug. 31.

According to Peter Schutz, president of Porsche AG, the decision was made "because we felt under the circumstances, we didn't have time to be operational by Sept. 1, which was a very high priority with us."

Schutz, who was reached by phone in West Germany, said all existing Porsche-Audi dealers will be invited to participate in the new setup. However, he said, the company is committed to severing its ties with Volkswagen of America and the independent distributors appointed by VW.

"We feel for our limited number of vehicles," Schutz said, "we don't see a role for a middleman between importer and dealer."

Schutz said dealer reaction and the barrage of lawsuits did not have as much to do with the decision as the lack of enthusiastic dealers willing to go along with the program.

"All this confusion created a climate so that we couldn't get those people committed to the idea on board," he said. "We continue to believe that we violated no laws, but that doesn't stop people from delaying you. We continue to believe that the legal problems are soluble."

However, "in the time available, we couldn't wrestle all the alligators," Schutz said.

- "We needed an enthusiastic organization," John (Jack) Cook, president of Porsche Cars North America, said from Reno. He had returned earlier in the week from West Germany,

where the decision to alter the plans was made.

That dealer organization, Cook continued, is "not one where some of them hate us, some of them are just going along with it and others think it's a good idea."

Cook said the U. S. unit of Porsche will still maintain its headquarters in Reno and will name an East Coast distribution point later. Cook said he hopes to inventory some cars at both locations to act as a buffer, but that dealers will be able to stock cars and buy them from Porsche for resale.

"The main difference is that the Porsche Centers will not be built," Cook said. "We will have a regional operation — a wholesale operation. We will have direct relationship with dealerships, not agencies."

Cook admitted that the agency tag did not sit well with dealers.

"That one is my fault," he said. "I wanted to differentiate between dealerships and the new entity."

- Both men, however, were somewhat taken aback by the magnitude of the reaction, not

so much by the Porsche-Audi dealers, but by dealers in general, their trade associations and the industry as a whole.

"The reaction I did not expect, and I don't think anyone could have expected, was the almost lockstep panic that set in in the industry," Cook said.

He said he was prepared to discuss Porsche's point of view with dealers in small groups, but "I had no idea that lockstep NADA, AIADA, the Porsche-Audi dealers would all get together, first of all in meetings and secondly, then would say we're going to get this company."

"We obviously not only struck a nerve, but we struck a chord much deeper in the whole retail automotive dealer organization," Cook said.

He said AUTOMOTIVE NEWS, by its headline over the initial story, saying the Porsche action cast a pall over the entire franchise system, added to the difficulty. "The thought had never even crossed my mind."

"We were doing what we thought was right just for us," Cook explained. "Dealers who weren't worried or hadn't thought of it were encouraged to think of it."

- "We didn't start out on a crusade, and I'm not out to fight a crusade, I'm trying to start a business," Cook said. "I wonder why, and I think every dealer in the country should ask himself, and these organizations (NADA, AIADA) should ask

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More on Porsche

- Lawsuits top \$3 billion, Page 76.
- VWoA to continue fight, Page 76
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breaking news

Olds builds final rear-drive Ninety-Eight

LANSING. — Oldsmobile built its final rear-wheel-drive Ninety-Eight here March 16. It was a metallic blue four-door Regency Brougham and was the 2,297,601st Olds Ninety-Eight built in Lansing. Oldsmobile will retain the car for historical purposes, for parades and display at auto shows. The front-wheel-drive replacement for the Ninety-Eight will be introduced April 5.

After the festivities for the final RWD Ninety-Eight, construction crews began conversion of the Plant 1 complex for the GM-20 cars which will go on sale next fall. The GM-20 cars are the Oldsmobile Calais, Pontiac Grand Am and Buick Somerset Regal.

AMC allowed finance leasing option

WASHINGTON. — American Motors will be allowed to use a finance leasing option for the procurement of auto production equipment beginning this year, although Senate Finance Committee members voted to defer the program for use by most other corporations until 1988. The AMC exemption is part of an overall deficit reduction/revenue raising scheme drafted by the committee.

Chrysler annual meeting in New Orleans

DETROIT. — Chrysler Corp. has decided to hold its annual stockholders meeting at the New Orleans Marriott Hotel Thursday, June 7, at 10 a.m. Central Daylight Savings Time. Chrysler's tie to the city is its major exhibition at the Louisiana World Exposition there this summer.

Japan to increase kit exports, regain crown in '80s

U.S. to reign as output king—briefly

By Kathleen Hamilton
Financial Editor

This will be the year the U. S. regains its title as the world's largest auto producer, but the glory will be short-lived and due in large part to a shift in the Japanese export strategy.

The Japanese won't be in the driver's seat for long as far as profits are concerned, according to the latest Automotive News World Outlook, a quarterly service of Data Resources, Inc., and AUTOMOTIVE NEWS.

Faced with a high Japanese government deficit and easing capital restrictions, both interest rates and the value of the yen will rise in mid-decade, ending the easy overseas profits for Japan's auto makers, predicted John Lawson, London-based auto analyst of DRI Europe.

The Automotive News World Outlook shows only modest gains in Japanese auto production through 1990: In all, an increase of only 15 percent compared with 1983.

Projected growth in Japan's auto exports is larger: 24 percent, to 4.7 million units including kits with more than 50 percent Japanese content.

- But what doesn't show up in the Japanese production totals are the so-called "non-countable" kits — cars with less than 50 percent Japanese content that are assembled in foreign countries.

Production of those kits is expected to more than double, from last year's 790,000 to 1.8 million in 1990.

While they won't show up in Japan's production numbers, they will make a huge impact on U. S. production numbers because the U. S. is where a big

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Total tops year ago by 31 pct.

Early-March car sales mark 7th gain in row

By Jenny L. King
Staff Writer

Early-March domestic new-car sales were up 50,000 units over the preceding year and registered the seventh consecutive 10-day improvement of this calendar year.

The most recent total was best for the period since 1979, though it was not outstanding compared with other years as the sales pace generally gains momentum this month as part of the traditional spring selling season.

U. S. auto makers reported

sales of 211,240 new passenger cars for March 1-10, up 31.11 percent from 161,117 a year earlier. Back in 1979, sales were 233,332, while the record for the period was set in 1977: 256,926.

With nine selling days both this year and last, the daily rate likewise climbed 31.11 percent, to 23.471 from 17.902.

Year-to-date sales exceeded 1983 by an aggressive 42.44 percent. They numbered 1,449,685 compared with 1,017,736 in 1983.

Volkswagen was the only maker to report a drop in sales for the early-March period. VW's 1,209 total was down 19.13 percent from 1,495 last year. Honda reported sales of 2,620 Accords built at its Ohio plant, up 424.00 percent from an estimated 500 units a year earlier.

• General Motors sales were up 36.62 percent in early March, climbing to 126,808 from 92,816 in 1983. Ford Motor Co. was up 25.46 percent, to 51,006 from 40,656. Chrysler Corp. claimed a 17.60-percent sales gain, to 24,872 from 21,150. American Motors provided a sales estimate of 4,725, up 5.00 percent from 4,500 in 1983.

GM's share of the market grew to 60.03 percent from 57.61 percent. Ford had 24.15 percent, down 25.23 percent. Chrysler dropped to 11.77 percent from 13.13 percent. AMC was off to 2.24 percent from 2.79 percent. Honda claimed 1.24 percent compared with only 0.31 percent in 1983, and VW's share dwindled

to 0.57 percent from 0.93 percent.

Buick dealers set a record for the first March period as they gathered sales of 22,811 units. It was also an increase of 20.63 percent from their year-ago total of 18,910 units. Chevrolet reported a sales increase of 84.68 percent, Pontiac was up 61.00 percent, Cadillac was up 7.35 percent and Oldsmobile was up 2.56 percent.

Plymouth sales were up 16.01 percent, Dodge was up 23.29 percent and Chrysler was up 13.84 percent. Ford sales climbed 25.04 percent, Mercury was up 19.11 percent and Lincoln was up 57.56 percent.

At American Motors, AMC sales were off 35.56 percent while Renault sales were up 18.52 percent based on the AUTOMOTIVE NEWS estimate of AMC and Renault figures for early March.



Alfa unveils Arna TI hatchback

New Arna TI has been introduced by Alfa Romeo. The three-door hatchback is powered by a flat, four-cylinder engine of 1,351 cc developing 86 HP. The TI has comprehensive instrumentation, including a tachometer.

173 potential candidates fill out questionnaires

DeLorean's juror selection begins

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Jury selection in the drug trafficking case against John Z. DeLorean began in earnest last week with the individual questioning of potential jurors by defense and prosecution attorneys.

The process is expected to take about two weeks.

A pool of 173 potential candidates, who filled out questionnaires to determine how much pre-trial publicity they had been exposed to, has been impaneled and will be questioned in groups and individually to find a 12-member jury.

DeLorean, who was in court to listen to the proceedings and plead innocent to the superceding indictment against him, spoke for the first time to reporters outside the courtroom here.

He called the FBI case against him "a pure frame-up and FBI cheap shot."

DeLorean said it was hard to believe he was in this situation "with the contributions I've made to minorities and blacks and everyone else," a hint that the government action against him is similar to the experiences of other well-known figures such as Dr. Martin Luther King and the late actress Jean Seberg, who both at one time or another came under FBI surveillance.

DeLorean said the government action threatens to take him away from his family.

"This is a very nerve-racking, awesome experience," he said.

Questioning of the prospective jurors began slowly, with How-

ard Weitzman, the former auto maker's attorney, grilling the candidates, identified by number only, extensively on their knowledge of events surrounding the case and exactly what

Seminar dates set for Traverse City

ANN ARBOR, Mich. — Management Briefing Seminars, sponsored by the University of Michigan, will be held next August at the Grand Traverse Resort in Traverse City, Mich.

Dates and topics are: Aug. 9-10—Robotics and factory automation; Aug. 9-10—Occupational health and safety; Aug. 9-10—Planned innovation; Aug. 13-15—The ever-changing international automotive industry — evolution and revolution, and Aug. 16-17—Quality assurance.

they learned of DeLorean's arrest through the media.

Two panels of 16 jurors each were brought into the courtroom of U. S. District Judge Robert M. Takasugi, however, less than half were questioned in the first day. After each candidate was questioned, the judge and attorneys would confer briefly on the juror's suitability.

During the second phase of selection, both sides will be given pre-emptory challenges, that is, they will be allowed to remove prospective jurors without cause. The defense has been given 15 such challenges, the prosecution, 9.

When Lead Prosecutor James P. Walsh Jr., was asked if the conferences between the judge and attorneys on each juror was standard operating procedure, Walsh replied, "Nothing in this case is SOP."

Service Index soars; gain biggest in 5 years

By Francis J. Gawronski
Service Editor

The nation's new-car dealers opened 1984 in spectacular style by recording their biggest gain in service and parts business in five years and the seventh highest increase in the 23-year history of the Automotive News Service Index.

In January, according to the Service Index, dealers' service and parts volume amounted to 118.5 percent of the business recorded in the same month the year before. In January, 1983, shop business was up 9.5 percent.

January's increase was the best since January, 1979, when combined service and parts business was up 21.1 percent over the same month the year before.

January also marked the 10th consecutive month in which dealers' shop business has shown an increase over the comparable year-earlier figure.

In January, all five indicators used in the Service Index registered excellent gains, with sales of all parts and accessories leading the way, up 26.7 percent over the year-earlier figure.

Shop parts sales (those used on both customer-paid and warranty work) were up 22.4 percent, while gross profit on all

labor, parts and accessories sold in the service department — the most important barometer from the dealer's viewpoint — was up 18.9 percent over the previous year's figure.

Total labor sales (both customer-paid and warranty) were up 13.8 percent, while repair orders written increased 8.2 percent over the number written during the same month in 1983.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX 118.5*

	Jan., '84 vs. Jan., '83
Gross Profit on All Labor and P&A Sales	+18.9%
Repair Orders	
Written	+8.2%
Total Labor Sales (Customer & Warranty)	+13.8%
Shop Parts Sales (Customer & Warranty)	+22.4%
Sales of All P&A	+26.7%

*Survey by Automotive News shows that dealers' service and parts business in January, 1984, was 118.5 percent of business in January, 1983.

Computer age for ads here, Edsel Ford says

By Aziz Shihab
Staff Correspondent

DALLAS. — Edsel B. Ford II plans to use flashy and computer-age techniques to advertise his company's products.

Ford, advertising manager for Ford Division, said the company will spend "more than last year" to sing the praises of Ford vehicles, emphasizing quality and advanced technology.

He declined to reveal the exact amount of the advertising dollars to be spent in 1984, but said, "We'll spend enough" to reach consumers.

"We'll have a heavy mix of TV and print media advertising," he said, "and since we haven't as yet fully exercised radio (advertising), we're leaning in that direction."

Ford said home computer systems will also be used to carry the company's message. "We'll use the Teletext," he said, "you know, the computer which consumers are using at home to do their shopping. I think computers are the coming thing for advertising."

Ford was here to officiate at a champagne introduction of the new "Fila" Thunderbird, launching a joint promotion of Ford, Neiman-Marcus and Fila Corp. of Italy.

A national promotion campaign is planned, featuring Fila Sportswear in Neiman-Marcus stores nationwide and a tie-in to a national ad campaign by Ford.

• In an interview, Ford said his goal is to attract "young, professional, affluent drivers of foreign cars" to his company's vehicles. He said the T-bird, Escort GT and Tempo are some of the cars which would convert those consumers to Ford.

"Of course, we have an owner base and it's the company's priority to keep the owner base we now have," he said.

"Our second goal is to attract new people. That's why we are pursuing what we call contemporary marketing."

Ford said women, blacks and



Joseph P. Carroll

Carroll has been appointed executive vice president of the Automobile Trade Assn. of Maryland.

Carroll is a former Maryland assistant attorney general and has been serving as a vice president of the dealer group for the past eight years.

Carroll succeeds John J. Powell who retired Feb. 29.

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59th year — No. 5013

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

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Cost to customer can be competitive, dealers say

Leasing to individuals is growing

By Joseph Bohn

"Direct," "personal-use," or "retail-car" leasing is on the upswing and is the fastest-growing segment of the leasing business, according to Detroit auto firms.

Aside from its long-term outlook, retail leasing, as some dealers refer to it, is expected to become sharply more attractive to customers this year if interest rates climb.

That's because lease financing rates are easier to control than are retail sale rates, say the financial arms of the auto companies.

Generally speaking, younger married or young, upwardly mobile people, with good incomes and credit ratings, who either don't have a downpayment or don't want to tie up a lot of cash, are prime candidates for this type of lease.

The direct lease programs offer them use of a new car without a downpayment and on monthly terms that can be lower than retail purchases. They also avoid having to dispose of the car after the normal 48-month period.

The auto companies don't claim it's cheaper to lease than buy. They generally regard such leases as another form of merchandising or an alternative financing arrangement.

But some dealers claim that costs to the customer can be very competitive.

• One dealer gave the illustration that a customer could buy a car with \$1,000 down and have payments of \$260 a month for 48 months. Or he can lease a car with nothing down, with payments of \$210 a month and no equity.

If the customer buying a car paid \$50 a month more to build equity, he would have paid in another \$2,400 plus \$1,000 up front — and there's the possibil-

ity the car might not be worth \$3,400 after 48 months.

Usually, though, dealers and companies are big beneficiaries of the programs.

Leases under Ford Motor Credit's "Red Carpet" program jumped from 20,000 in 1981 to 69,000 in 1983. Ford wrote 25,000 leases in the first two months of this year, and Clifford R. Damaska, retail lease manager at Ford Credit, is looking for a good spurt this year.

Although Ford's numbers include all types of leases under

its "Red Carpet" program, personal use leases are the big driving force in the overall numbers increase, Damaska said.

GMAC's leases are on the upswing in 1984 after dropping last year because the company failed to adjust its lease financing rates fast enough to account for the swift drop in retail sales financing rates, said Keith Krutcher, GMAC director of dealer relations.

In 1982, GMAC wrote 42,000 personal-use leases out of a total of 140,000 leases it handled that year. Direct lease rates generally ran 9.9 percent to 10.9 percent compared with 16 to 17 percent for retail purchase rates, which made monthly base payments a lot more attractive to car shoppers.

In 1983, GMAC's direct lease dropped to 25,000 out of a total of 102,000 leases it wrote that year because retail purchase rates crept close to lease rates.

GMAC is now offering 9.9 percent financing on direct leases compared with 11-11½ percent financing generally available for retail purchases. It expects the number of direct leases to climb by about 15 percent into the 30,000-35,000 range.

• Krutcher added that if interest rates rise this year, GMAC will have a much easier time holding the line on its lease rates than on retail rates because of the investment tax credit and depreciation it factors into its pricing on lease rates.

Chrysler Financial revamped its "Gold Key" lease program last year to become more competitive with Ford and GM. In nine months of 1983, it wrote 4,000 individual (as opposed to fleet) leases, but in the first two months of 1984, it wrote 5,000.

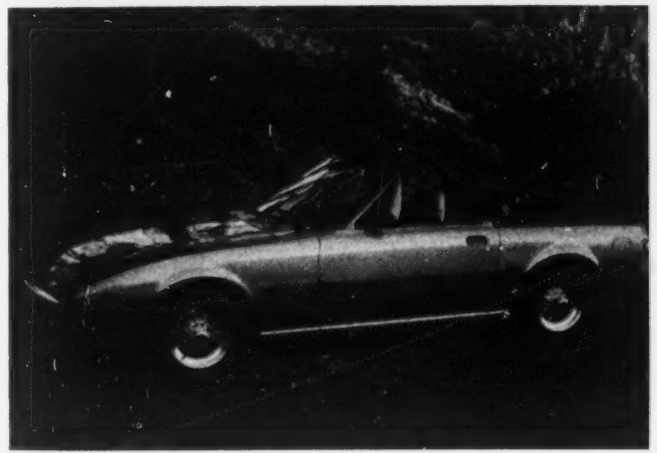
"You can see what's happen-

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Star of the show

The star of the 1984 Tarrant County Auto Show in Fort Worth was a 5½-foot, 225-pound robot named Oscar Oldsmobile. His appearance at the show was sponsored by David Ryan Oldsmobile, Meador Oldsmobile and Don Davis Oldsmobile. With Oscar is Johnny Dwire, general manager of Ryan Oldsmobile.



Sunnier Mazda

Convertible Specialists, Gardena, Calif., plans to build 150 of its new Mazda RX-7 convertible conversions this year. Top is electrically powered and rear seat folds down.

Ford's Pestillo not upset by UAW's contract demands

By Marjorie Sorge

Labor Editor

Ford Motor Co.'s chief negotiator is not upset by the demands the UAW intends to put on the bargaining table this summer.

"There is time to solve our differences," said Peter J. Pestillo, labor relations vice president. "I am not troubled by what was said vis-a-vis collective bargaining at this point."

Earlier this month, the UAW's Collective Bargaining Convention said job security would be the number one demand when bargaining begins this summer.

Next in line are a reduction in overtime, adoption of a group legal plan (currently in force only at General Motors), improved health care programs without co-pays and deductibles, paid educational leave and profit sharing on top of annual wage increases and cost-of-living adjustments (COLA).

Stephen P. Yokich, UAW vice president and head of the Ford department, said he was pleased with the outcome of the convention.

One of the big issues at that convention was a GM plan disclosed in a company document last month. The document said GM wanted to substitute profit sharing for both the annual raises and COLA.

Pestillo refused to say if Ford hopes to follow that pattern or if the company will give workers profit sharing in addition to annual wage improvements.

Two years ago, after Ford and the UAW negotiated profit sharing, Paul J. Ryder, Ford's director of hourly benefit planning, said profit sharing is a better way of linking workers to profitability than automatic wage increases such as the 3 percent annual improvement factor normally negotiated.

Like workers at GM, those at Ford gave up AIF increases in the 1982 negotiations.

Pestillo also said Ford's \$1.87 billion profit for 1983 is not as much as it seems when compared with Ford's investment needs for new products. He said the UAW has "got to deal with that."

3 Ford recalls involve 5,400 cars and trucks

DEARBORN. — Three recalls involving nearly 5,400 vehicles were announced by Ford Motor Co.

Involved are 2,924 1984-model Broncos with V-8 engines, 1,954 1984-model Econoline Vans and Club Wagons and 489 1984-model Thunderbirds, LTDs, Cougars and Marquis.

The Broncos are being recalled for inspection of a clamp on the fuel hose. Some of the clamps may not be securely fastened and the line could disconnect in a front-end collision, presenting a risk of fuel spillage and fire, Ford said.

The Econoline and Club Wagon recall involves vehicles with 16.5x6.75-inch single rear wheels. Some of the wheels could have substandard welds, Ford said.

The passenger cars are being recalled because incorrect thermactor air-control valves may have been installed.

Total is 8.9 million; domestics up 17 pct., imports rise 8 pct.

1983 new-car registrations highest since 1979

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in calendar year 1983 were best for any year since 1979, according to figures compiled by R. L. Polk & Co. December's total of 909,660 beat out every other month in the past four years with the highest sum since July of 1979.

Last year, 8,924,186 new passenger cars, including domestics and imports, were registered in the U. S. That represented a 15.09-percent increase over the 7,754,342 in 1982 and a 1.69-percent jump from 8,443,919 in 1981. Registrations in 1980 totaled 8,760,937. In 1979, they numbered 10,356,695.

Domestic registrations in 1983 reached 6,466,829, up 17.88 percent from 5,485,711 a year earlier. Two years ago, they totaled 6,012,239.

Import registrations of 2,457,357 in 1983 were up 8.32 percent from 2,268,631 in 1982. Their share of the market dropped 1.72 percentage points in the interim, to 27.54 percent from 29.26 percent.

For the year, three of the six major marketplace holders were up, three were down in shares. Besides the imports, GM slipped, though not so far. General Mo-

tors' 44.01-percent share of the total market in 1983 was down only 0.01 percentage points from 44.02 percent in 1982.

Miscellaneous domestics, once largely the province of Checker, which no longer builds cars, all but dropped from the picture in '83. They were down to 0.01 percent of the total from 0.03

percent.

American Motors gained 0.74 percentage points in '83, rising to 2.14 percent from 1.40 percent. Ford Motor Co. was up 0.43 percentage points, to 17.11 percent from 16.68 percent, and Chrysler Corp. gained 0.58 percentage points, stopping at 9.19 percent compared with 8.61 per-

cent a year earlier.

In the domestics-only area, GM claimed 60.74 percent in 1983, down from 62.22 percent in 1982. Ford had 23.61 percent, up slightly from 23.58 percent. Chrysler grew to 12.69 percent from 12.17 percent. AMC added nearly a full percentage point,

Continued on Page 57, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	DECEMBER					12 MONTHS				
	Regs., Dec., 1983	Percent Share of Market	Regs., Dec., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regs., 12 Mos., 1983	Percent Share of Market	Regs., 12 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet.....	136,422	15.00	116,797	15.26	+ 0.26	1,310,503	14.68	1,222,624	15.77	+ 1.09
Ford.....	111,631	12.27	86,912	11.35	+ 0.92	1,034,732	11.59	889,470	11.47	+ 0.12
Oldsmobile.....	99,070	10.89	77,038	10.06	+ 0.83	971,229	10.88	775,702	10.00	+ 0.88
Buick.....	79,906	8.78	72,252	9.44	- 0.66	818,256	9.17	713,671	9.20	- 0.03
Pontiac.....	61,215	6.73	46,925	6.13	+ 0.60	536,404	6.01	461,149	5.95	+ 0.06
Mercury.....	39,783	4.39	30,824	4.03	+ 0.35	395,041	4.43	316,293	4.08	+ 0.35
Cadillac.....	32,077	3.53	27,894	3.65	- 0.12	291,552	3.27	240,197	3.10	+ 0.17
Dodge.....	30,436	3.35	28,006	3.66	- 0.31	307,633	3.44	252,183	3.25	+ 0.19
Chrysler.....	25,420	2.79	17,827	2.33	+ 0.46	254,175	2.85	171,878	2.22	+ 0.63
Plymouth.....	24,751	2.72	23,001	3.01	- 0.29	258,684	2.90	243,519	3.14	- 0.24
AMC.....	21,039	2.31	15,918	2.08	+ 0.23	190,797	2.14	108,706	1.40	+ 0.74
Lincoln.....	9,306	1.02	10,993	1.44	- 0.42	97,206	1.09	87,820	1.13	- 0.04
GENERAL MOTORS	408,690	44.93	340,906	44.54	+ 0.39	3,927,944	44.01	3,413,343	44.02	- 0.01
FORD MOTOR CO.	160,720	17.67	128,729	16.82	+ 0.85	1,526,979	17.11	1,293,583	16.68	+ 0.43
CHRYSLER CORP.	80,607	8.86	68,894	9.00	- 0.14	820,492	9.19	667,580	8.61	+ 0.58
AMC.....	21,039	2.31	15,918	2.08	+ 0.23	190,797	2.14	108,706	1.40	+ 0.74
IMPORTS	238,581	26.23	210,833	27.54	- 1.31	2,457,357	27.54	2,268,631	29.26	- 1.72
MISCELLANEOUS.....	23	0.00	181	0.02	- 0.02	617	0.01	2,499	0.03	- 0.02
TOTAL.....	909,660		765,461			8,924,186		7,754,342		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available. Nov.-Dec. New York figures from manufacturers' sales records.

truck industry news

Increases recorded in all three market segments

'83 registrations up 22 pct. over '82

Registrations of new trucks of all types in the U.S. last year increased sharply over the previous year, with gains in all three market segments for the first time since 1979.

During the year, according to R. L. Polk & Co. statistics, there were 2,976,556 new-truck registrations, a gain of 22.5 percent over the year-earlier 2,430,471.

The December total was up 34.9 percent to 331,870 units, compared with 246,093 in the final month of 1983.

As usual, no registrations are available for Oklahoma, but Polk noted that the 1983 figures include November-December New York totals compiled from manufacturers' sales records.

After a one-year absence, Ford again was No. 1 in new-truck registrations in 1983, leading runnerup Chevrolet by almost 38,000 units. Ford also topped Chevrolet in retail truck sales in 1983.

Light-truck tallies last year totaled 2,799,636 units and accounted for 94.1 percent of the industry total. The count was 24 percent higher than the previous year's 2,257,335 light trucks.

• Medium trucks were up 5.1 percent last year to 47,482 units, compared with 45,194 in 1982. Heavy trucks began to rally late in the summer and finished the year 1.2 percent higher than the previous year, 129,438 units versus 127,942.

Registrations were higher in 1983 in all three light-truck weight classifications, in two of

the three medium groups and one of the two heavy-truck categories.

Last year there were 1,572,277 Group 1 tallies, an increase of 23.1 percent of the previous year's 1,277,374 units. About a million of the Group 1 registrations in 1983 were compact trucks.

HD registrations in '83 hit 129,438, highest in 4 years

A surge in new heavy-truck registrations in the last four months of the year enabled the 1983 total to top the year-earlier count for the first time in four years.

During the year, according to R. L. Polk & Co. statistics, 129,438 new Groups 7 and 8 trucks were registered in the U.S., an increase of 1.2 percent over the previous year's 127,942 units.

The heavy-truck count hit an alltime high of 213,174 units in 1979.

Last year's Group 8 registrations climbed to 80,012 units, a gain of 9.2 percent over the 73,285 tallied in 1982. The Group 7 count, however, was down 9.6 percent to 49,426 units, compared with the year-earlier 54,657.

International regained the No. 1 spot in the heavy-truck registrations from Ford with a total of 30,824 units, 17.4 percent higher than runnerup Ford's 26,255.

International's tallies accounted for 23.81 percent of the in-

Continued on Page 58, Col. 5

The biggest percentage gain in 1983 was achieved by Group 2 vehicles. There were 1,205,417 tallies during the year, an in-

GVW table, Page 60.

crease of 25.5 percent over the previous year's 960,469.

Group 3 registrations continue to grow, and the 1983 total of 21,942 units was 12.6 percent higher than the year-earlier 19,492. The steady rise in big motor-home sales is a major reason for the surge in Group 3 tallies.

Group 4 also is making an impressive comeback. In 1983, there were 360 registrations, compared with only 13 the previous year.

Group 5 was the big percent-

Continued on Page 58, Col. 5

International recalls 1,100 heavy '83 trucks

CHICAGO. — International Harvester's Truck Group has announced the voluntary recall of approximately 1,100 Paystar and Transtar model heavy trucks built from July through December, 1983, at its Canadian plant in Chatham, Ont.

The recall involves the possible omission of a cotter pin used to secure the hinge pin of the floor-mounted brake pedal. Potential result of this omission could mean separation of the brake-pedal assembly. The company said, however, that no such occurrences have been reported.



This tractor is not in tow

This tractor isn't being towed, it's a demonstration unit called the "Yo-Yo." According to the Detroit Diesel Allison Division, it shows the advantages of automatic transmissions built by the division. The truck climbs steel cables attached to the drive wheels and can be held at any angle, DDA said, showing precision control using only throttle pressure.

DDA road show stars diesels, transmissions

INDIANAPOLIS. — Detroit Diesel Allison Division is taking a product show on the road—12 vehicles powered by Detroit Diesel engines and Allison automatic transmissions. They will travel 13,000 miles and visit 17 cities in the U.S. and Canada.

The Product Demonstration Caravan, a spokesman said, will show the features, advantages and benefits of DDA equipment to key truck and bus users, original-equipment manufacturers, dealers and distributor personnel at each stop.

The program got under way in February at the GM Proving Grounds in Mesa, Ariz., with a "ride-and-drive" demonstration for DDA customers, predominantly OEMs.

The Arizona program included meetings at which buyers could learn about new technology features such as electronic controls and output retarders.

After the Arizona demonstration, the caravan rolled eastward to begin a three-month journey which will take it to cities in all six DDA national sales regions and Canada.

"This is the first time in recent years that DDA has taken Detroit Diesel engines and Allison automatics to the customers in the regions for a ride-and-

drive demonstration," said Tom Winter, DDA transmission sales.

The caravan includes several different combinations of Detroit Diesels and Allison automatics so the potential customer can test drive the application that best fits his needs, he added.

Guests at each location are given information on the total engine and transmission line offered by DDA, including the performance capabilities and economic value associated with each. "Potential customers then can drive the vehicles so they may compare the performance with their current equipment," said Winter. "Many distributors have plans to conduct open houses of their facilities in conjunction with the caravan demonstration."

The caravan moved through the southern U.S., up the East coast to Philadelphia and Toronto late in February and early in March.

From there it is traveling west through the Great Lakes region, the Midwest region, back into central Canada and on to Vancouver, B.C. The last leg of the trip takes the caravan down the Pacific coast to Portland, Ore., and finally into Los Angeles.

Truck calendar

March 21-24—National Truck Equipment Assn., 20th annual Convention and Supershow II, Baltimore Convention Center, Baltimore.

March 22-24 — 13th annual Mid-America Trucking Show, Kentucky Fair & Exposition Center, Louisville.

April 7-10 — American Truck Dealers, 21st annual convention/exposition, Hyatt Regency Hotel, Phoenix, Ariz.

April 25-27 — International Trucking Show, Anaheim Convention Center, Anaheim, Calif.

May 18-23 — Truck Trailer Manufacturers Assn. annual convention, Palm Beach, Fla.

May 23-25 — New England Truck Show, Hynes Auditorium, Boston.

Aug. 7-12—30th annual Midwest RV Show, Notre Dame University campus, South Bend.

Sept. 30-Sept. 3—Truck '84, American Trucking Assn. convention and exposition, Las Vegas Hilton/Las Vegas Convention Center, Las Vegas.

Oct. 13-18 — Recreation Vehicle Dealers Assn., annual convention, Sheraton World, Orlando, Fla.

Nov. 27-30 — 22nd annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Dec. 3-6—SAE annual truck and bus meeting, Hyatt Regency Hotel, Dearborn.

sign engineer in Ford Division's Truck Product Engineering Office.

Fruehauf's Hulverson heads product planning

Adrian F. Hulverson, a 24-year veteran with Fruehauf Corp.'s Fruehauf Division, has been appointed to the newly created position of product-planning vice president.

Hulverson, previously engineering vice president, joined Fruehauf in 1960 as chief engineer for advance design.

Rockwell names Basas engineer of the year

Dr. Jesus E. Basas, supervisor of engineering technology for Rockwell Heavy Vehicles Com-

Continued on Page 51, Col. 1

truck personnel

Ford appoints Kahn HD marketing manager

Jeffrey Kahn has been appointed heavy-truck marketing manager of Ford Truck Operations. He replaces Robert E. Guina, who has retired after 27 years with Ford Motor Co.

Kahn, who had been manager of Ford Parts & Service Division's Truck Service Engineering Department since 1977, will be responsible for all Ford heavy-truck marketing, sales promotion and advertising. He joined Ford in 1964 as a product de-



Jeffrey Kahn

service management



43 years of service

Wilfred Seguin, second from right, who retired from Cliff Anschuetz Chevrolet-Oldsmobile-Datsun, Inc., Alpena, Mich., after 43 years as a parts manager, was honored at a retirement party. Seguin accepts a plaque from Harley Guite, right, GM Parts Detroit zone manager, while Brad Brunken, GM Parts district manager, left, and Cliff Anschuetz, dealer, look on.

Walker sues Kar Crest over parts labeling system

RACINE, Wis. — Walker Mfg. Co. has filed a lawsuit in the U. S. District Court for the Northern District of Illinois, charging the Kar Crest Division of J. M. Tull Industries, Norcross, Ga., with unfair competition, trademark infringement and false representation.

Walker, a manufacturer of automotive exhaust system parts, is part of Tenneco Automotive, a division of Tenneco, Inc.

Gordon Kay, president, J. M. Tull Industries, said the suit "has been referred to our attorneys and we are waiting for their interpretation. It seems to be a routine suit filed against one of our subsidiaries."

The complaint alleges that since 1971 Walker has used a distinctive five-digit part numbering system for labeling mufflers, pipes and accessories; that Walker has promoted its part numbering system by advertising, and that the system has become identified with Walker.

The complaint charges that Kar Crest has adopted Walker's part numbering system for use in the advertising and sale of exhaust pipes manufactured by Kar Crest in order to benefit from Walker's goodwill, in a

manner likely to cause confusion that Kar Crest's exhaust pipes are legitimately connected with Walker.

In addition, Walker charges Kar Crest with trademark infringement by using the Walker name and trademark on price sheets relating to Kar Crest pipes.

Finally, Walker charges that

Continued on Page 24, Col. 5

Replacement glass sales expected to set record in 1984

Bright future for windshield market

PHOENIX. — Sales of windshield replacement glass in the U. S. are expected to set an all-time record in 1984, according to Robert S. Terrell, sales and marketing manager, Glass Division, Ford Motor Co.

Speaking to the Flat Glass Marketing Assn. here, Terrell predicted that industry sales of windshield replacement glass would top 5.7 million units this year — an increase of 6 percent, or 300,000 units over 1983 sales and 100,000 units better than the previous record of 5.6 million units set in 1979.

He said stable fuel prices and an increase in motor-vehicle travel were two reasons behind the growing demand for automotive replacement glass.

"We expect gasoline prices to rise by only 7 to 8 percent in 1984, compared with increases of 35 percent in 1979, 39 percent in 1980 and 12 percent in 1981," Terrell said.

"Although Americans drove fewer miles in 1979 and 1980 than they did in previous years, we have a modest growth in miles driven in each of the past three years."

• Terrell said American motorists are expected to drive nearly 1.65 trillion miles this year, up 2 percent from 1983 and an increase of nearly 140 million miles from 1980's total of 1.51

FWD flaws not excessive, fleet repair survey finds

By Francis J. Gawronski
Service Editor

For the most part, front-wheel-drive cars are not presenting fleet managers with excessive maintenance and repair problems, but those who do encounter abnormal difficulties cite the drivetrain as the most common and the GM X-bodies as the most troublesome models.

These are the results of a recent survey of U. S. and Canadian executives responsible for fleets conducted by Runzheimer Reports on Transportation, Northbrook, Ill.

According to Runzheimer, survey results, based on responses of 402 fleet managers representing 265,000 cars, showed that 70 percent of the fleet managers have not encountered "other than normal maintenance" of front-wheel-drive cars, while 30 percent said various front-wheel-drive cars present repair problems.

Fleet managers who noted abnormal maintenance and repair requirements cited, in order of frequency, drivetrain, suspension, engine, steering and general problems as the most troublesome. (See accompanying table.)

In the drivetrain category, fleet managers cited transmission problems, 50 percent; transaxle, 22 percent; camshaft, clutch and transmission seals, 2 percent each, and loose torque converter, 1 percent.

Under suspension, they cited front-suspension system and constant velocity (CV) joints, 10

percent each; excessive tire wear, 7 percent; alignment, 4 percent; shocks and struts, 3 percent each, and excessive front-end vibration, 2 percent.

Abnormal Maintenance or Difficulty With FWD Fleet Cars*	
Program	Percent of Mentions
Drivetrain	
Transmission	50
Transaxle	22
Camshaft	2
Clutch	2
Transmission Seals	2
Loose Torque Converter Bolts	1
Suspension	
Front Suspension System	10
C.V. Joints	10
Excessive Tire Wear	7

Alignment	4
Shocks	3
Struts	3
Excessive Front End Vibration	2
Engine	
Engine	7
Timing Belt	3
Loose Motor Mount Bolts	2
Rough Running	1
Steering	
Power Steering	5
Steering Apparatus	4
Rack & Pinion	3
General	
Excessive Maintenance & Repair	18
Brakes	10
Electric System/Computer	9
Heater Core	3
Air Conditioning	3

Continued on Page 52, Col. 3



shop talk

By FRANCIS J. GAWRONSKI

Certifying counterpersons

In a move designed to "recognize professional competency of parts counterpeople in the areas important to the successful conducting of business at the parts counter," the Automotive Wholesalers Assn. Executives (AWAE) has established a national program to certify auto

parts counter men and women.

Other objectives of the program, announced at the recent 25th annual convention of the Automotive Service Industry Assn. in Chicago, include an "effort to foster professional development of the counterperson and to assist in raising the overall image of the counter sales person."

Testing for the certification will be under the administration of each of the state wholesaler associations and they will select times and sites for testing to be done in their states, according to Loyal Hellweg, AWAE president, who announced the new program at the ASIA convention.

Hellweg, who also is executive director of the Iowa Automotive Wholesalers Assn., said the tests, consisting of 150 questions, are being written and validated by Northwood Institute, Midland, Mich., a co-sponsor of the program. College credit will be given for successfully completing the certifying test.

The test is designed to verify the counterperson's knowledge in such areas as one-on-one selling, catalog use, vehicle systems, handling the do-it-yourself customer, automotive terms and other administrative and sales subjects.

In addition to the test score, Hellweg said years of experience on the counter as well as other training programs will add points to an individual's score.

The certified counterman, Hellweg told the meeting, will receive uniform patches of the logo, a certificate, a lapel pin and an identification card.

"I think it's important for counterman certification to be administered on a local level," Hellweg said. "That way, the grass roots support needed for

Continued on Page 52, Col. 4

GNB develops new battery for Escort, Lynx

ST. PAUL.—A group 58 battery, delivering 430 cold-cranking-amps (CCA), will begin to arrive at retail outlets in March, according to GNB Batteries, Inc.

The battery was developed by GNB as a high-performance replacement option for the Ford Escort/EXP and Mercury Lynx/LN7 autos. GNB is a supplier of original equipment batteries to Ford.

The standard OE battery for these cars was a group 57, and optional 380 and 410 CCA bat-

Continued on Page 24, Col. 5



Motorcraft promo car hits the street

Les Pomeroy, left, president of Quality Auto Body, Inc., Fairfax, Va., presents the keys of the Motorcraft Thunderbird to Paul Lansingh, Washington district manager for Ford Parts and Service Division. The car will be used in the promotion of Motorcraft and Ford-branded parts at store openings and selected motorsports events in Virginia, Maryland and the District of Columbia.

Fleet-car service life is 29 months

Mileage averages 56,135 before replacement

By Francis J. Gawronski

The average service life of a fleet car tops 29 months and is driven slightly more than 56,000 miles, according to the 1983 Used-Car Marketing Survey conducted by the National Assn. of Fleet Administrators (NAFA).

NAFA said survey results also confirm the "belief that leased cars are kept in service a few months less, driven fewer miles than company-owned vehicles in U.S. commercial fleets."

According to NAFA, 257 association members responsible for fleets totaling 166,409 cars participated in the survey. The responses, NAFA said, were divided into four fleet segments—U.S. commercial, public utility, government and Canadian.

Among the 178 U.S. commercial fleets, with 105,254 cars, the average car is kept in service 29.6 months and driven 56,135 miles before being replaced.

In 1983, according to NAFA,

these fleets sold 34.8 percent of their vehicles. Of this total, 32 percent were 1980 model-year cars or older; 44 percent were 1981 models; 20 percent were 1982 models, and 4 percent were 1983 models.

NAFA said a further analysis of this segment indicates that leased cars are kept in service an average of 28.4 months and driven 56,668 miles, while company-owned cars are kept 30.5 months and driven 58,039 miles.

Although sales to employees continues to be the most popular method of disposing of used cars—30 percent of all used cars—NAFA said the survey indicates that wholesalers and auto auctions are increasing their penetration of the fleet market.

In 1983, NAFA said, wholesaling and auctioning were up 29 percent and 27 percent, respectively, of all sales.

Five percent of the used cars were sold to used-car dealers; 8 percent were traded to new-

car dealers (more by leased fleets than by company-owned fleets); and 1 percent were sold as wrecks or as salvage, according to NAFA.

NAFA said company-owned fleets sell a higher percentage of their used cars to employees than do leased fleets—37 percent as compared with 24 percent.

The public utility group—22 respondents with 32,758 vehicles (28,958 company-owned, 3,800 leased)—has the distinction of keeping its cars longer and driving them further than any other group in the survey. NAFA said the average service life of utility cars is 71.2 months and 88,684 miles, while the government group of 27 fleets and 23,079 cars (22,679 agency-owned and 400 leased) kept its cars for an average of 52.4 months and 79,066 miles.

Among the 30 Canadian fleets with 5,327 vehicles, the average service life was 28.8 months and 87,000 kilometers (53,939 miles).

Utility fleets sold only 4,305 cars in 1983, 13 percent of their total stock.

Of the cars that were sold, 94 percent were 1980 or older models; 5 percent were 1981 models; 1 percent were 1982 models, and less than one-half of 1 percent were 1983 models.

Seventy-four percent of the used cars were sold through auction; 13 percent were sold to employees; 8 percent to wholesalers; 2 percent to used-car dealers, and 3 percent were traded to new-car dealers.

The government fleets sold 6,408 vehicles in 1983, approximately 28 percent of the total stock.

Of the vehicles sold during the year, 87 percent were 1980 or earlier model cars; 8 percent were 1981 models; 2 percent were 1982 models and three percent were 1983 models.

Ninety-eight percent of government cars are sold through the auction. In a majority of the cases, the marketing is done through public auction required by statute, rather than through a wholesale auction.

Only 1 percent of government used cars were sold to employees,

and 1 percent were sold to used-car dealers.

NAFA said survey results make it "difficult to define a trend in future vehicle cycling policies."

Twenty-six U.S. commercial fleets said they plan to change their cycle in 1984, with 14 indicating they would lengthen it (either months or mileage) and 12 said they were shortening the cycle life.

Four public utility fleets said they plan to change their replacement cycle in 1984. In each case the new cycle will be shorter.

Six government fleets reported that they plan to change their replacement cycle in 1984, with five moving to a longer cycle and one shortening its from 84 months-60,000 miles to 60 months-80,000 miles.

Eight Canadian fleets indicated they plan to change their replacement cycles in 1984. Six are increasing either the months in service or miles driven, while two will shorten the cycle.

In 1983, the 30 Canadian fleets operating 5,237 cars (1,339 company-owned, 3,988 leased) sold 1,975 cars, approximately 37 percent of total stock.

Twenty-eight percent of the vehicles sold were 1980 models or older; 51 percent were 1981 models; 20 percent were 1982 models, and one percent were 1983 or current year models.

Seminars cover key issues for fleet operators

BALTIMORE. — The key issues that will affect fleet operators during the 1985 model year will be covered in a series of seminars sponsored by Peterson, Howell & Heather, Inc.

Called Fleet Management Perspective 1985, the series will open April 19 in Baltimore at the Marriott's Hunt Valley Inn and end May 9 in Houston at the Westin Galleria.

Other seminars will be held April 24, Parsippany-Troy Hills, N.J., Parsippany Hilton; April 25, New York, Plaza Hotel; April 26, Danbury, Conn., Ethan Allen Inn; April 27, Bedford, Mass., Stouffer's Bedford Glen.

Also, April 30, San Francisco, Hyatt Regency - San Francisco; May 1, Los Angeles, Los Angeles, Marriott Hotel; May 2, Schaumburg, Ill., Hyatt Regency Woodfield.

Also May 3, Pittsburgh, Allegheny Club; May 4, Cincinnati, Clarion Hotel - Cincinnati; and May 8, Atlanta, The Waverly.

Matching leasees to the right car

ATLANTA. — Town and Country Leasing has come up with a new leasing promotion with the opening of its Sandy Springs, Ga. office.

The policy, according to Fred Amtower, director of operations, is to focus on matching leasees to the right car. The prospective customer is given a questionnaire and is consulted via an "advice conference."

The goal is to find the car that best suits the customer's needs, Amtower said.

"We then give them a choice after we've made a selection presentation from every car available," he said.

SURVEY SUMMARY SHEET

	Cars in Fleet	MODEL YEARS							SELLING METHODS							Average Months	Average Miles
		Owned	Leased	Sold in 1983	1980	1981	1982	1983	Older	Employee	Wholesale	Used Car	Auto Auction	Trade Ins	Average Months		
Mfg.-Industrial (30)	20,312	15,376	4,936	7,505	2,329	3,443	1,402	56	275	3,195	1,889	52	2,047	3	29.1	58,129	
Mfg.-Consumers (22)	10,635	3,585	7,050	3,263	827	1,940	446	37	13	893	441	35	1,736	106	29.4	57,680	
Insurance (29)	21,532	17,203	4,329	7,550	2,874	2,747	1,554	248	127	2,316	1,471	797	1,904	1,061	31.9	52,534	
Chemical & Petroleum (21)	14,374	4,583	9,791	5,010	1,674	2,005	947	225	159	917	2,708	25	1,045	306	31.2	61,215	
Food & Beverage (23)	9,112	6,054	3,058	3,502	706	1,122	983	549	142	813	603	179	908	999	26.7	47,082	
Drug & Cosmetics (24)	20,344	2,183	18,161	7,705	1,632	4,131	1,720	205	17	2,192	2,870	494	1,748	401	27.0	55,282	
Banking (9)	1,644	1,208	436	555	84	354	80	4	33	235	165	26	129	11	28.5	48,522	
Retailing (7)	1,960	293	1,667	413	135	161	104	13		87	87	1	230	8	30.7	72,484	
Other (13)	4,341	1,827	2,514	1,194	472	368	94	24	236	506	416	4	248	20	36.3	70,574	
U.S. Commercial (178)	105,254	53,312	51,942	36,697	10,733	16,271	7,330	1,361	1,002	11,154	10,650	1,613	9,945	2,915	29.6	56,134	
Public Utility (22)	32,758	28,958	3,800	4,305	456	221	46	2	3,580	540	323	83	3,143	165	71.2	88,684	
Government (27)	23,079	22,679	400	6,408	1,552	481	151	197	4,020	12		15	2,354*	4	52.4	79,066	
Canada (30)	5,327	1,339	3,988	1,975	507	1,012	398	19	39	1,183	334	167	97	184	28.9	87,000	kilometers Canada only

*Many government agencies reported that they sold their cars through public auction rather than through a wholesale auto auction or they disposed of them through another agency such as a General Service Agency.

Supercharge for UK fleets

'It is a flexible cost-control tool'

HUNT VALLEY, Md. — PHH Group, Inc., the Baltimore-based corporate services company, announced that its international subsidiary, PHH, Ltd., of Swindon, England, has entered into an agreement with the British Petroleum Co. (BP) to operate and administer the largest fuel card system in Great Britain.

Called Supercharge, the card is for use by UK companies that operate fleets of 20 or more vehicles. The BP and National gasoline stations will honor the card, as will stations that use the PHH AllStar Fuel Card.

Supercharge, which does not compete with BP's agency card—this is for fleets of commercial vehicles—will be accepted at twice as many UK filling stations as any other fuel card.

• Frank J. Schmieder, executive vice president of PHH Group said, "We are excited about this arrangement with British Petroleum. It marks a new stage of PHH's activities overseas. This expansion of our services to European business is in keeping with the growth we have experienced domestically over the past several years."

"Last year in the U.S. we saw a movement towards cash purchase of fuel. In the UK the reverse has been true," Schmieder said. "With the Supercharge card we have created a massive network of over 7,000 gasoline stations and garages that honor this card. That is one

in every three stations in the United Kingdom.

"Over 30 percent of the fuel purchased at UK filling stations goes into company owned automobiles, that represents a potential volume of over 1.5 billion gallons of fuel," he said. "We're enthusiastic that the Supercharge card will earn a major share of this market because it provides significant customer benefits."

"The Supercharge card was designed to respond to the unique needs of the UK marketplace and to provide company management with a detailed summary of transaction reports that are vital to maintaining high levels of operating efficiency," Schmieder said. "It is a flexible cost control tool that isolates fuel costs from running costs and creates a single value-added tax invoice to deal with."

PHH International offers fleet management, fuel purchase and leasing services for cars and trucks, as well as relocation management services throughout the United Kingdom.

PHH Group and its subsidiary companies provide a broad range of cost control management services including vehicle and business aircraft fleet management and leasing, location assistance for corporations, relocation assistance for their transferred personnel and various expense management programs.



History is made—quietly

UK Undersecretary of State for Industry John Butcher silently eases a Bedford CF Electric off the line at Luton. With him, standing, is John T. Battenberg III, general manager, Bedford Commercial Vehicles.

Daimler-Benz short on CAFE

WASHINGTON. — Daimler-Benz is projecting its CAFE for '84 models at 26.5 MPG, just missing the '84 fuel-economy standard of 27 MPG.

But Daimler noted that in

model year '81, its CAFE was 25.6 MPG—well above the 22.0 MPG standard—and its earned credits worth \$9,744,122 will easily offset its 1984 expected need of about \$1.9 million.

Reimbursement

Continued from Page E-6

lows its use by "others" living in the same household.

Eighteen fleets in the group have established a minimum business mileage as one consideration in assignment of fleet cars. Three fleets set the requirement at 20,000 miles a year. Three each set it at 14,000, 15,000 and 18,000 miles a year.

Fourteen fleets in the chemical and petroleum group report that some form of compensation or ability to purchase the car was fleet policy when an employee loses eligibility for a company car. In one case, the employee is allowed to keep the car. One fleet gives a "one time salary adjustment," and one fleet reported its policy was an increase in salary but it was lost if the employee was ever assigned a car again.

In the drug and cosmetics

group, every one of the 45 responding fleets permit personal use of company cars after working hours, on weekends and holidays, and for vacation travel. Three fleets place some limitations on the extent of personal use, generally in regard to the length of vacation trips.

Forty-two of the 45 fleets charge for personal use; three do not. Of 42 fleets that charge, 17 base it on mileage; 18 have a flat weekly or monthly rate, and six use a combination of both.

Every fleet in the group permits the employee's spouse to use the car; 27 extend the privilege to licensed children, and seven permit others in the household to use it.

In reporting on criteria for car assignment, the majority of fleets in this group said job title was the key factor, but a substantial number included the

amount of business mileage driven as another factor.

When reimbursing employees for use of personal cars, every respondent in the group relies on a straight mileage payment.

Thirty-one fleets in the drug and cosmetics group provides some form of compensation or offered to sell the fleet car to an employee who no longer qualifies for a company car.

In the manufacturing-consumer group, of 53 responding fleets, all but one permit personal use of company cars. One fleet does not permit the car to be used on vacation, while six others place some limitation on personal use.

Forty-seven of the fleets permitting personal use charge for such use, either on a straight mileage basis, flat weekly or monthly charge or a combination of both.

Five fleets in this group limit

personal use of the company car to the employee only. All others permit the spouse to drive the vehicle, and 30 fleets extend personal use privileges to licensed children, and seven permit the car to be used by "others" in the same household.

The question of criteria for assignment of company cars invariably draws more than one response. The majority of fleets always mention "job title" but a large percentage also mention business mileage driven.

Twenty-one fleets in the group reported they compensated employees, either in the form of cash payments or sale of the car, if he or she was no longer eligible for a company car.

In the food beverage group, all 27 fleets permit personal use of the company car and all but three charge employees for personal use. Eight fleets each

charge straight mileage, a flat weekly or monthly charge or a combination of both.

Every fleet permits the employee's spouse to drive the car, while 18 extend the privilege to licensed children and five fleets allow others in the household to use it.

Twelve fleets in the group said mileage is a factor in assignment of cars, while 22 said job title or duties is a factor. Only three said fringe benefits are a consideration in car assignment.

Fifteen fleets said an employee who no longer rates a company car receives cash compensation or is given the opportunity to purchase the vehicle. Three fleets said they pay the employee \$4,000 less taxes; one pays two months salary up to \$6,000 maximum. One fleet said an employee with 15 years of service is given the car.

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U.S. Average Annual Costs to Own and Operate Selected 1984 Models

		Subcompact			
Make/model	Cyl./Engine	Drivetrain	Operating (Variable)	Ownership (Fixed)	Total
Chevrolet/Chevette	4/1.6L	RWD	\$1,430	\$2,428	\$3,858
Ford/Escort L	4/1.6L	FWD	1,430	2,549	3,979
Compact					
Ford/Mustang L	4/2.3L	RWD	1,610	2,875	4,485
Plymouth/Reliant	4/2.2L	FWD	1,530	2,725	4,255
Intermediate					
Ford/LTD	4/2.3L	RWD	1,650	2,929	4,579
Oldsmobile/Ciera LS	4/2.5L	FWD	1,600	2,924	4,524
Mercury/Marquis	4/2.3L	RWD	1,650	3,014	4,664
Dodge/600	4/2.2L	FWD	1,610	2,973	4,583
Sports Specialty Cars					
Chevrolet/Camaro	4/2.5L	RWD	1,730	3,208	4,938
Chrysler/Laser	4/2.2L	FWD	1,490	3,215	4,705
Luxury					
Lincoln/Continental	8/5.0L	RWD	2,230	5,726	7,956
Cadillac/Eldorado	8/4.1L	FWD	2,130	5,704	7,834

BASIS: All costs based on 3 years/60,000 miles of ownership. All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio, wheel covers, body side moldings, and remote left mirror. Operating expenses include gasoline, oil, maintenance, and tires. Ownership expenses include licensing, depreciation, financing, taxes, and insurance (\$100 deductible for comprehensive, \$100/300/50M for property damage and personal liability, plus \$250 deductible for collision).

Source: Runzheimer and Co., Inc.

Front-drive cuts costs

Averages \$100 less than RWD for three years

NORTHBROOK, Ill. — Total annual cost to own and operate a 1984 front-wheel-drive car is \$100 less on average, than a comparable 1984 rear-wheel-drive car.

This is the highlight of cost analysis of 12 selected front and rear-wheel-drive cars by Runzheimer Reports on Transportation.

The cars were evaluated by the firm's data analysts on the basis of variable costs, such as gasoline, oil, maintenance and tires, and fixed costs, including licensing, depreciation, financing, taxes and insurance.

The costs, Runzheimer said, are based on a three-year, 60,000-mile trade-in cycle.

The front-wheel-drive compact Plymouth Reliant, for example, costs \$1,530 in variable costs each year and \$2,725 in fixed costs, totaling \$4,255 annually. The comparable rear-wheel-drive Ford Mustang L, with variable costs of \$1,610 and fixed costs of \$2,875, according to Runzheimer, costs a total of \$4,585, making the difference \$230 a year (see accompanying table).

The average variable costs for all rear-wheel-drive cars amounted to \$1,717, while fixed costs were to \$3,363 for a total average of \$5,080, compared with front-wheel-drive variable costs of \$1,630 and fixed costs of \$3,348 for a total of \$4,980

and a difference of \$100.

For four selected intermediate cars, the total cost difference is \$140.

In the luxury-car category, the front-wheel-drive Cadillac Eldorado costs \$7,834 annually, making it \$122 less to own than the rear-wheel-drive Lincoln Continental at \$7,956, according to Runzheimer.

In the sports specialty category the front-wheel-drive Chrysler Laser costs \$4,705 annually, making it \$233 less to own than the Chevrolet Camaro at \$4,938, the firm said.

The slight cost advantage of front-wheel-drive cars over the rear-wheel-drive cars, according to Runzheimer, is primarily due to engineering changes resulting in weight reduction which helps achieve greater fuel efficiency.

The exception to the lower yearly costs for front-wheel-drive cars is the subcompact category. The Ford Escort L costs \$121 more annually at \$3,979, than the rear-wheel-drive Chevrolet Chevette costing \$3,858.

The Runzheimer newsletter editors point out that cost difference should not be the only factor in choosing between front and rear-wheel-drive cars. Variables such as ride comfort, cargo capacity, traction, car handling and repair costs should also be considered.

Cost of car ownership goes down

Second time in history, says Hertz study

By Francis J. Gawronski

Average expenses for owning and operating a new car in the U.S. dipped in 1983, for only the second time in history, to 43.28 cents per mile, down 1.4 cents or 3.1 percent from 44.67 cents in 1982, according to annual automotive cost estimates released by Hertz Corp.

The ownership and operating costs, according to Hertz, are for typically equipped new compact-sized U.S. cars.

The 1983 decline, which the New York based lease-rental company attributes to lower interest rates and reduced gasoline prices, is said to end a decade of double-digit increases that boosted auto operating expenditures 174 percent between 1972 and 1982.

According to Hertz, the only previous decline in the more than half-century that it has kept records was during the price-control era of 1971, when costs to run new intermediate-sized sedans, then the most

typical new cars, declined from 19.0 cents a mile to 18.7 cents.

By comparison, Hertz noted, the nation's overall cost of living climbed 129 percent in the 1972-1982 decade.

The drop in total costs came despite a 3.2 percent hike in prices to \$8,358 for a typically equipped 1983 compact from \$8,102 in 1982, Hertz said. This rise boosted vehicle depreciation some 4/10ths of a cent per mile in typical driving.

Insurance, licenses, fees, taxes, maintenance and repair expenses also increased fractionally last year, adding another 3/10ths of a cent a mile. But interest costs fell 2 cents, while gasoline and other service station charges were another 1/10th cent lower, the Hertz study revealed.

(A comparison of the Hertz 1983, 1982 and 1978 estimates for typically equipped, new compact-sized domestic sedans driven 10,000 miles yearly for five years appears in an accompanying table.)

"The 1983 drop in ownership

and operating expenses for most new models is welcome news to owners of the nation's 120 million passenger cars," Frank A. Olson, Hertz chairman and chief executive officer, said. "After reducing their business and personal travel substantially in recent years, Americans seem to be back on the road again."

"Our figures indicate it is more than a coincidence that automotive sales began to turn up last year, just as driving expenses began turning down," Olson said. "Continued pricing restraint by manufacturers should benefit American motorists, and the auto industry itself."

According to the Hertz report, car prices are a key factor in overall driving outlays, bearing on depreciation, interest, insurance and taxes—the "fixed" or standing annual expenses which comprise some three-quarters of total auto costs.

The Hertz data showed that over the past 10 years the trend has been to driving less, keep-

AVERAGE OWNERSHIP/OPERATING COST

ITEM	1983	1982	'82-'83 % Change	1978	'78-'83 % Change
Purchase Price	\$8,358	\$8,102	+ 3.16%	\$4,707	+ 63.8%
Depreciation	13.71*	13.29*	+ 3.16%	8.19*	+ 67.4%
Insurance, Licenses, Fees	9.98	9.80	+ 1.8	5.65	+ 76.6
Interest Paid and Lost	7.66	9.67	-20.8	3.59	+113.3
Maintenance and Repair	3.55	3.42	+ 3.8	2.09	+ 69.9
Gas and Other Service					
Station Charges	8.38	8.49	- 1.3	5.33	+ 57.2
TOTAL	43.28*	44.67*	- 3.1 %	24.85*	+ 74.2%

*—Cents.

AVERAGE COST PER CAR SIZE

CAR SIZE	1983	1982	'82-'83 % Change	1978	'78-'83 % Rise
Subcompact	34.63*	34.18*	+1.3%	22.52*	+53.8%
Compact	43.28	44.67	-3.1	24.85	+74.2
Mid-Size	45.46	49.02	-7.3	28.73	+58.2
Intermediate	49.56	50.69	-2.2	28.91	+71.4
Standard	55.42	52.31	+5.9	32.33	+71.4
AVERAGE	45.67*	46.17*	-1.1%	27.47*	+66.3%

*—Cents.

Source: Hertz Corp.

Gillis named president of ACRA

'H.R. 1415 is bad legislation . . . ill conceived'

PALM SPRINGS, Calif. — Richard J. Gillis has been elected as the sixth president of the American Car Rental Assn. (ACRA) during the association's annual convention here.

Gillis is the president and chief executive officer of American Rental and Leasing System of Washington and surrounding metropolitan area. He is also the president of American Corp., the franchisor of American Rental and Leasing System nationwide, and owns and operates Sterling Ford, a Ford dealership in Sterling, Va.

During the 1984 convention, Gillis stressed his commitment to educating the industry and the consumer on the consequences of H.R. 1415, a bill currently pending in the U.S. House of Representatives, which seeks to prohibit incentives offered by automobile manufacturers for volume or fleet purchases of automobiles.

"H.R. 1415," Gillis said, "is bad legislation. It is ill-conceived, clearly anticompetitive and harmful to manufacturers, new car dealers, fleet purchasers and ultimately the general public."

In December, 1983, Gillis testified against H.R. 1415 before the House Energy and Commerce's Subcommittee on Commerce, Transportation and Tourism.

In addition to electing Gillis as president, the ACRA also elected the following officers: Senior vice president - Rajiv Tandon, corporate vice president & general manager, Car Rental Division, National Car Rental System, Inc., Minneapolis; vice president of legal and legislative affairs - Robert L. Aprati, vice president & general counsel/secretary, Budget Rent A Car Corp., Chicago; vice president of programs - Robert E. Pirtle, president, ai Rent A Car

Corp., Dallas; vice president of membership - John P. Kennedy, vice president, Rent A Car Operations, Avis, Inc., Garden City, N. Y.; secretary - C. Kenneth Wright, chairman, Rent A Car Co., Inc., dba/Avis Rent A Car, Richmond, Va.; treasurer - Roger A. Murch, Director of Government Relations, National Car Rental System, Inc., Minneapolis.

Elected as directors for a three-year term expiring in 1987 were: Charles A. Bovino, vice president - operations support, Avis; Bill Plamondon, vice president - operations, Budget Rent A Car; James D. Pratt, Director, Thrifty Rent A Car System, Inc., Dallas, Tandon; Richard C. White, vice president, Mr. Rent-A-Car/Mr. Lease-A-Car, Andover, Mass.; and Joe W. Wimberly, president, Tri-City Rentals, Inc., dba/Hertz Rent A Car, Kingsport, Tenn.

Directors whose terms expire in 1985 are: Larry R. Depace, vice president, Central Leasing Co., dba/National Car Rental, Cleveland; Richard J. Gillis, president, Corporate Fleet Management, Inc., dba/American Rental System, Alexandria, Va.; Robert W. Klyce, president, Car and Truck Rentals, Inc., dba/Avis Rent A Car, Birmingham, Ala.; Elliott Weinstein, vice president of Fleet, Grand Rent A Car Corp., dba/Avis Rent A Car Licensee, Marina del Rey, Calif.; Thomas J. Zarccone, corporate vice president, Car Rental Division, National Car Rental System, Inc., Minneapolis.

Directors whose terms expire in 1986 are: Aprati; H. F. Boubelik, corporation vice president - sales, National Car Rental System, Inc., Minneapolis; Ken Elder, president, Welcome Corp., dba/Thrifty Rent A Car, Alexandria, Va.; Richard Haiman, president, Budget Rent A Car of Florida, Orlando, Fla.; Kennedy; Les E. Netterstrom, II, president, Holiday - Payless Rent A Car System, St. Petersburg, Fla.



Hole-in-one winner receives car

It seemed like Christmas in July for Marty Dickerson, a member of the Ladies Professional Golf Assn. tour from Middletown, O. By sinking a hole-in-one at the McDonald's Kids Classic benefit golf tournament in Philadelphia, Dickerson won a Cutlass Ciera Brougham, donated by National Car Rental in Philadelphia, and a full-length mink coat.

ing cars longer and purchasing smaller vehicles with fewer options, in an attempt to keep driving outlays in line with income.

Since 1972, average yearly car mileage has dropped 22 percent to 8,037 miles; compact cars, rather than intermediates, are now the most typical new models purchased; new cars are now kept an average of 5.1 years against 3.6 years; and, the average age of cars in use is 7.2 years today, compared with 5.7 years in 1972.

Automotive expenses differ significantly by vehicle size and optional equipment, annual mileage, duration of ownership and where autos are driven, Hertz said.

Cars purchased used and new units kept for longer periods cost substantially less, the report indicated.

(The new Hertz cost estimates for 1983, 1982 and 1978 for new models of different sizes driven 10,000 miles a year for five years are shown in the above table.)

Figures in the study also re-

vealed that keeping cars longer can save: New 1983 compacts driven 10,000 miles a year but traded annually cost 50.47 cents a mile, 7.2 cents more than those kept a more typical five years; units retained 10 years averaged 33.29 cents a mile, 10.5 cents less than five-year ownership, and nearly 17.2 cents under cost for annual trading, Hertz said.

The Hertz report also stressed that variations in annual driving distances also have a material effect on the cents-per-mile costs because annual fixed dollar outlays are divided by more, or fewer miles.

For the five-year driver, a new 1983 compact's costs ranged from 73.91 cents a mile at 5,000 miles a year to 28.35 cents as an annual 20,000 miles of driving — 45.6 cents a mile less, Hertz said.

However, on an annual dollar basis, Hertz noted, 50,000 miles a year totals \$3,696, while 20,000 miles comes to \$5,670, or \$1,974 more. The average driving distance for U.S. cars in their first five years of service was 9,507 miles in 1982.



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Case for 27-month replacement cycle

'Potential savings of \$10 per car, per month'

Peterson, Howell & Heather, Inc., fleet lessor of cars, trucks and equipment, has changed its replacement policy recommendations, effective this month.

For several years, PH&H has recommended a 36-month or 55,000-mile replacement cycle for its clients' cars, with some special usage exceptions. Based on recent changes in the economy and the automotive industry, however, the fleet leasing and management company is now convinced that, for most fleets, replacement timing must be accelerated to less than 30 months, with an optimum point of 27 months in most cases, to capture maximum savings.

Assumptions underlying the change concern the sensitivity of resale prices to months in service versus mileage. Based on examination of used car sales and return on original cost over the past 10 months, PH&H has determined that months in service is now the most important variable to consider.

A number of recent changes in the fleet management en-

vironment have led to this re-evaluation.

The drop in interest rates presents opportunities to capture lower rates than those applicable to older leased units, a source of potentially large savings in financing costs, the company says.

A stronger resale market also prevails, in terms of percent re-

'The numbers speak for themselves,' says PH&H president Eugene Arbaugh.

turn on original cost, and is placing a higher premium on newer used cars.

Regulations permitting more flexible use of investment tax credits present the opportunity for earlier and greater ITC cash flow with accelerated fleet turnover, according to the company.

Lower maintenance and tire costs, enhanced by warranty coverage on newer cars, and the

continuing improvement in fuel economy in newer cars, also are said to contribute to overall savings through accelerated replacement.

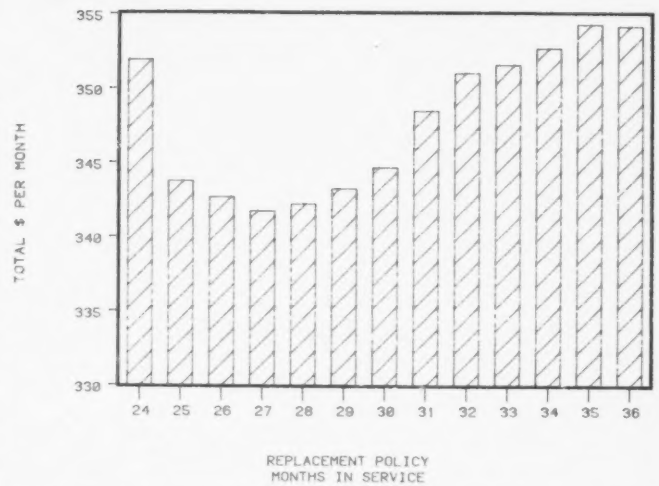
With the original cost of automobiles relatively stable, PH&H believes all these elements combine to offer important total fleet savings through a targeted, shortened replacement cycle.

For the typical fleet car, traveling an average 2,200 miles per month, the window between 25 and 27 months appears to be the replacement threshold to target for maximum savings, so that all replacements can be completed within a 30-month cycle, the company says.

PH&H president Eugene A. Arbaugh emphasizes the changing nature of the replacement policy decision. "The information we have provides strong evidence that a replacement policy of 27 months is the optimum for the large majority of our clients."

"We have modeled many scenarios, and they all have indicated the same thing. The numbers speak for themselves."

PROJECTED TOTAL EXPENSE PER CAR PER MONTH



PH&H says 27 months is the optimum time for fleet replacement.

Clients still operating under a 36-month policy should seriously consider taking advantage of this opportunity for accelerated replacement. We are convinced there are potential savings of five to 10 dollars per car, per month, which represents millions of dollars of savings over

our entire fleet."

A letter announcing results of the computer modeling was recently mailed to PH&H clients. More information will be available at the company's annual client seminars to be held in 12 cities across the country in April and May.

Call me a 'manager'

And pay me \$35,227 a year

NORTHBROOK, Ill. — More than twice as many of those responsible for fleet management classify themselves as managers rather than administrators, according to a recent survey by Runzheimer Reports on transportation.

According to the industry newsletter, 41 percent of the respondents are ranked as managers, while 19 percent are titled administrators.

Other corporate ranks, according to the survey of 489 executives responsible for fleets, include vice president, 11 percent; director, 10 percent; supervisor, 7 percent; and president, 2 percent.

Examining compensation, according to title (see table), the

survey notes that six out of 10 respondents in the \$60,000-and-up category are presidents or vice presidents.

Those with the titles of president and vice president usually have other duties in addition to fleet management, which represents a part-time responsibility, according to the newsletter.

However, once the upper levels are excluded, the survey reveals that compensation for fleet managers reaches higher levels with greater statistical frequency than for fleet administrators, Runzheimer said.

The survey also revealed that the median compensation for fleet managers (\$35,227) is \$8,852 higher than for fleet administrators (\$26,375).

Compensation of Executives with Fleet Responsibility According to Corporate Rank Designated by Survey Respondents*

Salary Level	President # %	Vice President # %	Manager # %	Administrator # %	Director # %	Supervisor # %
Under \$15,000	0 0.0%	0 0.0%	0 0.0%	2 0.5%	0 0.0%	1 0.2%
\$15,001-\$20,000	0 0.0%	0 0.0%	3 0.7%	12 2.8%	0 0.0%	1 0.2%
\$20,001-\$25,000	0 0.0%	0 0.0%	15 3.5%	26 6.1%	5 1.2%	8 1.9%
\$25,001-\$30,000	1 0.2%	1 0.2%	37 8.6%	20 4.7%	4 0.9%	14 3.3%
\$30,001-\$35,000	0 0.0%	6 1.4%	42 9.8%	12 2.8%	5 1.2%	7 1.6%
\$35,001-\$40,000	2 0.5%	3 0.7%	33 7.7%	10 2.3%	5 1.2%	2 0.5%
\$40,001-\$45,000	1 0.2%	5 1.2%	25 5.8%	3 0.7%	12 2.8%	2 0.5%
\$45,001-\$50,000	0 0.0%	6 1.4%	23 5.4%	4 0.9%	2 0.5%	0 0.0%
\$50,001-\$55,000	0 0.0%	5 1.2%	6 1.4%	1 0.2%	7 1.6%	0 0.0%
\$55,001-\$60,000	0 0.0%	6 1.4%	5 1.2%	0 0.0%	2 0.5%	0 0.0%
\$60,001 and up	6 1.4%	16 3.7%	8 1.9%	1 0.2%	6 1.4%	0 0.0%
TOTAL	10 2.3%	48 11.2%	197 45.9%	91 21.2%	48 11.2%	35 8.2%

(Note: # = Number, % = percent.)
*All respondents did not list salaries.

Source: Runzheimer and Co., Inc.

Compensation for fleet supervisors falls most often into the \$20,001 to \$35,000 range, while that of directors is somewhat scattered, but with the response in the \$40,001 to \$45,000 range.

Based on the survey results, and recognizing that the title of "manager" obviously carries more weight than "administrator," the editors of the Runzheimer newsletter recommend-

ed that the National Assn. of Fleet Administrators change its name to National Assn. of Fleet Managers and work for achieving the designation of fleet manager for all fleet professionals.

CAPITAL EXPENDITURES AND LEASE FINANCING OF SELECTED TYPES OF EQUIPMENT, 1982

(Amounts in Billions of Dollars)

Category	Capital Expenditures	Lease Financing Amount	Percent of Capital Expenditures
Computers	34.0	5.0	14.7
Railroads—Class I	2.0	0.7	35.0
Motor Vehicles	30.1	9.3	30.9
Aircraft ¹	40.1	1.8	4.5
Shipping ²	3.1	0.7	22.6
Agricultural Equipment ³	13.3	0.7	5.3

1/ Capital leases plus tax benefit transfers.

2/ Capital expenditures consist of the value of newly produced non-military vessels.

3/ Farm gross capital expenditures (\$12.6 billion) plus new leases of equipment (\$0.7 billion), 1981.

Source: Estimates by Brimmer & Company

Leasing as financial tool

It's a means of lowering cost of capital

STAMFORD, Conn. — The leasing of capital equipment in the motor vehicle industry has expanded so rapidly in recent years that it now represents one of the most important sources of financing for the acquisition of capital equipment.

According to a new report on lease financing by Andrew Brimmer, a former member of the Federal Reserve Board, the leasing of capital equipment in

the auto industry accounted for 31 percent or \$9.3 billion of the capital expenditures in 1982.

The report, commissioned by the General Electric Credit Corp. (GECC), explains the current strategies behind the growing use of leasing as a financial tool.

Many companies unable to take advantage of the tax benefits associated with the purchase of new equipment look to

leasing as a means of lowering their cost of capital, the report said.

Leasing companies like GECC can apply incentives such as accelerated depreciation and investment tax credits, often charging depreciation and investment tax credits, often charging rates below what the company would pay if purchasing the equipment outright.

The study points out that companies in the motor vehicle industry enjoy the further advantage of improving their cash flow by avoiding the high cost of tying up their cash in equipment purchases.

"This money could be put to better uses, such as working capital, research and development, or acquiring short-term financial assets," explained Gary Wendt, GECC vice president.

"What's more, compared with bank loans, leasing typically requires a smaller down payment and fewer restrictions," he said. "Plus many lease arrangements included maintenance and repair services."

Wendt also noted that leasing also makes a major contribution to the motor vehicle industry by creating jobs. Out-

Educational courses available

NEW YORK. — The National Assn. of Fleet Administrators, Inc. (NAFA), has released its 1984 Educational Catalogue providing information on courses that meet the educational and training needs of fleet managers, according to Marilyn Leach, chairperson of NAFA's national education committee, and equipment administrator, Dowell Division, Dow Chemical.

The 16-page booklet includes

lays on new plants and equipment stimulated the demand for capital goods plus a variety of related products and services.

"As output rises to meet these demands, labor requirements increase and new jobs are created," Wendt said.

"Leasing has helped to expand the availability of funds and to reduce the cost of credit to many segments of the railroad industry," Wendt said.

"Many companies would otherwise find it impossible to obtain the equipment and facilities needed to expand the supply of goods and services so critical to the growth of the motor vehicle industry," he said.

an in-depth description of the three courses NAFA is offering in 1984. They are Basic Principles of Fleet Management, Advanced Fleet Management, and Automotive Familiarization.

"Attending a NAFA conference or seminar provides fleet managers with an excellent opportunity to share ideas and discuss new concepts in the field with their fellow professionals," says Leach.

The catalogue contains a registration and housing form for those interested in attending any of the three courses. It is available by writing to NAFA, 295 Madison Ave., New York, New York 10017 or by calling (212) 689-3200.

Dates and locations for the courses are May 8-10, Detroit, Basic Principles of Fleet Management; July 11, 12, Chicago, Advanced Fleet Management; September 10-14, Chicago, Automotive Familiarization; October 17-19, Vancouver, B.C., Basic Principles of Fleet Management; November 5-9, Montreal, Automotive Familiarization, and November 14, 15 Houston, Advanced Fleet Management.

Are supplier jobs at stake?

Studies can't quantify Foreign Trade Zones

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — It is not possible to quantify the employment effects Foreign Trade Zones and Subzones are having on the Commerce Department's Foreign Trade Zone (FTZ) program.

The release of the General Accounting Office (GAO) study follows an earlier International Trade Commission report on FTZs. The ITC report also found net employment information difficult to ascertain.

Both studies were prepared at the request of the chairman of the House Ways and Means Committee, Dan Rostenkowski, Illinois Democrat. Rostenkowski was said to be concerned that the FTZ was encouraging imports, while eliminating American supplier jobs.

The GAO report said the auto industry had encountered "little or no opposition" as the largest user of subzones and that "the automotive parts industry and the UAW have not voiced opposition to date because they believe that the subzones are helping them and that general purpose zone operations do not affect them."

The study also said, "Affected parties told us that the benefits of continued operation of final assembly plants and the continued purchase of many U. S. made components offset the negative impact of reduced employment related to a small percent of components."

However, GAO's findings tend to contradict UAW testimony before the ITC. The UAW told the ITC it is difficult to oppose Foreign Trade Subzone crea-

tion on a site-by-site basis, since the national union would often find itself at odds with individual locals.

Nevertheless, the union said it believed the FTZs are taking more jobs out of the American economy than they are preserving and the union looked to both the ITC and GAO to determine whether this was so.

The AFL-CIO advocated total elimination of the FTZ program in those same hearings, and the ITC's study uncovered opposition to auto maker subzones by the U. S. iron and steel industries.

The GAO found that the effect of FTZ, on local economies is "mixed" and that "it is uncertain whether, and to what extent, Foreign Trade Zones contribute to a net addition to total U. S. employment, even if local employment is increased by increasing exports or by reducing imports."

The auto industry told GAO it "would still import parts if zones did not exist but added costs would render them less competitive."

The industry said "changing economic conditions plus foreign and domestic competition" led to a greater need for imported auto parts and that subzones had made it economically feasible to increase imported components and raw materials."

K J appoints Achilles

MC PHERSON, Kans. — Kansas Jack, Inc., has appointed Mike Achilles national Sales coordinator, a new position for the collision repair equipment manufacturer.

DECORATIVE ROOF OPTIONS ON 1983 U. S. MODELS

	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-up Sunroofs	Percent of Output	T-roof	Percent of Output
AMERICAN MOTORS.....	4,610	2.88	177	0.11	N.A.	—	N.A.	—
Alliance.....	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Eagle.....	4,610	26.00	177	1.00	N.A.	—	N.A.	—
CHRYSLER CORP.....	225,999	27.27	3,739	0.45	10,915	1.32	0	0.00
C-P Total.....	189,660	35.91	3,690	0.70	4,402	0.83	0	0.00
Turismo.....	N.A.	—	N.A.	—	4,402	11.70	N.A.	—
Horizon.....	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Reliant.....	11,669	6.70	N.A.	—	N.A.	—	N.A.	—
Gran Fury.....	1,841	11.70	16	0.10	N.A.	—	N.A.	—
Fifth Avenue.....	83,501	100.00	3,674	4.40	N.A.	—	N.A.	—
E-Class.....	N.A.	—	N.A.	—	N.A.	—	N.A.	—
LeBaron.....	55,042	69.70	N.A.	—	N.A.	—	N.A.	—
New Yorker.....	37,607	100.00	N.A.	—	N.A.	—	N.A.	—
Dodge Total.....	36,339	11.05	49	0.01	6,513	1.98	0	0.00
Omni.....	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Charger.....	N.A.	—	N.A.	—	6,513	13.70	N.A.	—
Aries.....	9,141	6.70	N.A.	—	N.A.	—	N.A.	—
Dodge 600.....	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Diplomat.....	4,155	17.00	49	0.20	N.A.	—	N.A.	—
Dodge 400.....	23,043	81.10	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR.....	241,326	18.68	8,151	0.63	31,562	2.44	13,770	1.07
Ford Division.....	56,143	6.70	N.A.	—	21,995	2.62	11,985	1.43
Escort.....	N.A.	—	N.A.	—	8,812	3.60	N.A.	—
EXP.....	N.A.	—	N.A.	—	597	26.60	N.A.	—
Must./Must II.....	N.A.	—	N.A.	—	9,456	8.70	11,985	11.10
LTD.....	17,629	12.20	N.A.	—	15	0.00	N.A.	—
Thunderbird.....	N.A.	—	N.A.	—	2,456	2.20	N.A.	—
Crown Victoria.....	34,666	61.10	N.A.	—	N.A.	—	N.A.	—
Fairmont.....	3,848	5.10	N.A.	—	655	0.90	N.A.	—
Tempo.....	N.A.	—	N.A.	—	4	0.00	N.A.	—
L-M Division.....	185,183	40.87	8,151	1.80	9,567	3.11	1,785	0.34
Lynx.....	N.A.	—	N.A.	—	2,729	3.93	N.A.	—
Capri.....	N.A.	—	N.A.	—	4,506	17.77	1,785	7.03
Marquis.....	8,527	12.66	N.A.	—	N.A.	—	N.A.	—
Cougar.....	8,595	11.35	N.A.	—	629	0.83	N.A.	—
Grand Marquis.....	91,844	95.95	N.A.	—	N.A.	—	N.A.	—
LN7.....	N.A.	—	N.A.	—	1,703	—	N.A.	—
Topaz.....	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Continental.....	N.A.	—	2,273	13.52	N.A.	—	N.A.	—
Lincoln.....	51,033	95.60	1,395	2.61	N.A.	—	N.A.	—
Mark VI.....	25,184	81.62	4,483	14.53	N.A.	—	N.A.	—
GENERAL MOTORS.....	1,168,292	32.48	56,192	1.56	42,924	1.19	123,360	3.43
Buick Division.....	371,974	46.01	15,832	1.96	13,093	1.62	3,221	0.40
Skylark.....	17,329	16.56	—	—	1,913	1.83	—	—
Skyhawk J.....	—	—	—	—	7,367	11.67	—	—
Century.....	26,983	21.09	—	—	3,813	2.98	—	—
Regal.....	119,793	52.49	3,832	1.68	—	—	3,221	1.41
Buick.....	169,462	72.35	4,275	1.83	—	—	—	—
Riviera.....	38,407	76.46	7,725	15.38	—	—	—	—
Cadillac Division.....	188,494	64.37	17,272	5.90	2,064	0.70	—	—
Cimarron.....	—	—	280	1.45	2,064	10.70	—	—
Seville.....	3,347†	11.00	3,407	11.20	—	—	—	—
Eldorado.....	32,930†	48.85	8,016	11.89	—	—	—	—
Cadillac.....	152,217	87.37	5,569	3.20	—	—	—	—
Chevrolet Division.....	77,376	6.49	—	—	8,314	0.70	74,723	6.27
Chevette.....	—	—	—	—	—	—	—	—
Cavalier.....	—	—	—	—	8,314	18.00	—	—
Celebrity.....	10,923	12.95	—	—	—	—	—	—
Camaro.....	—	—	—	—	—	—	51,531	70.96
Citation.....	—	—	—	—	—	—	—	—
Malibu.....	—	—	—	—	—	—	—	—
Monte Carlo.....	28,209	48.98	—	—	—	—	6,734	11.69
Chevrolet.....	38,244	23.10	—	—	—	—	—	—
Corvette.....	—	—	—	—	—	—	16,428	100.00
Oldsmobile Division.....	423,740	46.23	19,238	2.10	4,292	0.47	9,742	1.06
Omega.....	7,850	14.95	—	—	—	—	—	—
Firenza.....	—	—	—	—	—	—	—	—
Cutlass.....	125,576	42.65	5,295	0.44	—	—	9,742	3.31
Cutlass/Ciera.....	22,278	13.13	—	—	4,292	2.53	—	—
Oldsmobile.....	237,847	69.80	7,124	2.09	—	—	—	—
Toronado.....	30,189	76.23	6,819	17.22	—	—	—	—
Pontiac Division.....	106,708	27.56	3,850	0.99	15,161	3.92	35,674	9.21
6000.....	1,077	1.57	—	—	5,459	7.97	—	—
2000.....	—	—	—	—	8,039	10.26	—	—
1000.....	—	—	—	—	—	—	—	—
Firebird.....	—	—	—	—	—	—	29,787	39.77
Phoenix.....	2,511	9.13	—	—	1,663	6.05	—	—
Grand Prix.....	61,353	71.51	3,850	4.49	—	—	5,887	6.86
Bonneville.....	38,129	45.45	—	—	—	—	—	—
Parisienne.....	3,638	20.85	—	—	—	—	—	—
VOLKSWAGEN.....	—	—	14,349	19.54	—	—	—	—
Total Cars, U.S.	1,640,227	27.43	74,457	1.25	85,401	1.43	137,130	2.29

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

††—Manual sunroof.

† —Includes simulated convertible tops.

December dip offsets October-November gains, AAA says

Auto travel steady in 4th quarter

WASHINGTON. — U. S. auto travel showed moderate gains during October and November of 1983, but declined in December, according to the American Automobile Assn.'s fourth quarter Triptiks survey.

Compared with the same months a year earlier, auto travel rose 3.3 percent in both October and November. A 6.9 percent decline registered in December resulted in an overall increase of 0.1 percent for the entire fourth quarter.

The decrease recorded in December was due largely to ad-

verse weather conditions in most regions of the country.

For all of 1983, auto travel remained virtually unchanged from the previous year.

AAA's survey is based on a tabulation of the number of Triptiks requested by members of AAA-affiliated clubs.

Triptiks are individually prepared routings made up of detailed strip maps adapted to fit each member's travel needs. AAA clubs issued 5.6 million Triptiks in 1983, with 900,000 issued in the fourth quarter.

On a regional basis, increases

during the fourth quarter were recorded in the Southeast, 6.8 percent; the West, 3.6 percent; the Southwest, 3.0 percent, and the Midwest, 1.4 percent.

Regions of the country showing decreases were the Great Lakes, 1.6 percent; the Mid-Atlantic, 1.9 percent, and New England, 2.9 percent.

Florida was the most popular destination for auto travelers from New England, Mid-Atlantic, Great Lakes, Midwest and Southeast regions, while California was on top of the list for the Southwest and West.

truck personnel

Continued from Page 16

ponents Operations, has been named Engineer of the Year, Rockwell International Corp.'s highest honor for engineering achievement.

The company said Basas was cited "for distinguished contribution in the development of a unique approach for generation of software that can automatically create finite element models."

Mack's Meacock named product engineering chief

Mack Trucks, Inc., has announced the promotion of **Leslie A. Meacock II** from chief-engineer-vehicle development to product-engineering director. He succeeds **John B. Mastin**, who has retired after more than 35 years in heavy-truck engineering.

Meacock, who has been with Mack since 1965, will be responsible for all Mack product engineering activities, including powertrain components.

2 Autocar sales chiefs named by Volvo White

Appointment of two national sales manager for Autocar trucks has been announced by Volvo White Truck Corp.

Donald W. White, who had been district sales manager in the Northeast region, will coordinate all Autocar sales activities in the East (Northeastern and Southeastern regions).

William A. Bruss, who had been Southwest regional sales manager, will have similar responsibilities for Autocar in the West (Southwestern, Midwestern and Western regions).

Weinhardt will direct

Bendix braking programs

W. John Weinhardt has been appointed worldwide program director of Bendix antiskid and electronic braking programs for the Allied Automotive Sector, which includes Bendix, Fram, Autolite and Prestolite operating units.

For the last three years, Weinhardt has been group director of business strategy for Bendix medium and heavy-truck products. He joined Bendix in 1973.

Ford names Clissold light-truck sales head

Jack G. Clissold has been named Ford Division light-truck sales manager.

He formerly was general marketing manager in Ford of Canada's Central Office in Oakville, Ont.

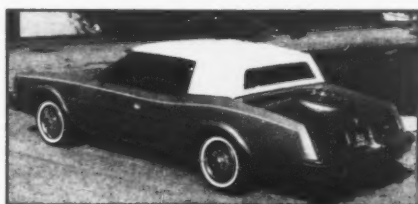
He joined Ford in May, 1962, and was named marketing plans manager for the Central Office in 1968. After serving in regional marketing posts, he served as manager of the Pacific and Great Lakes (Burlington) regions prior to being named Central Office general marketing manager.

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By fleet repair survey

FWD flaws found not excessive

Continued from Page 20

Program	Percent of Mentions
Unavailability of Parts	3
Bearings	1
Hydroplaning	1

*—Percentage total exceeds 100 due to multiple answers.

Source: Runzheimer & Co., Inc.

According to the report, one of the fleet managers noting suspension problems commented, "CV joint boots (are) vulnerable to road hazards," and there is "poor diagnosis on causes of vibration and tire wear."

Another 18 percent of the fleet managers said general problems were excessive maintenance and repair, and 10 percent cited difficulties with brakes.

Despite negative comments about maintenance of front-wheel-drive cars, the Runzheimer survey included this comment by one fleet manager who represents the 70 percent with no abnormal front-wheel-drive maintenance:

"We encounter from time to time other than normal maintenance requirements with all vehicles, but the front-wheel-drive and four-cylinder vehicles are no more a problem than the traditional rear-wheel intermediate vehicle."

• Runzheimer said the fleet managers, in citing their problems, listed the GM X-body cars most frequently, 34 percent citing the 1981 model, 24 percent the 1980 model, 22 percent mentioning the 1982 model and 6 percent the 1983 model. (See accompanying table.)

According to the Runzheimer study, the most often mentioned X-car was the Chevrolet Citation, followed by the Buick Skylark, the Pontiac Phoenix and the Oldsmobile Omega.

The Chrysler K-car (Plymouth Reliant and Dodge Aries) also was noted by the fleet managers as being troublesome, 7 percent citing the 1982 model, 5 percent listing the 1981 model, 3 percent mentioning the 1983 model.

Four percent of the managers cited the 1982 Ford Escort as being troublesome, while another 2 percent mentioned the 1981 Escort.

Various model years of the GM A and J-body cars were also mentioned by the respondents as requiring abnormal

Bright future seen for replacement windshield market

Continued from Page 20

of cars and trucks for future replacement business."

He said that trucks now account for a larger portion of total vehicle sales — 28 percent in 1983 compared with about 23 percent five years ago.

"The growth in truck sales means more replacement business for glass installers because breakage rates for trucks are much higher than cars — 5.2 percent vs. 3.2 percent," he said.

"The severe winter of 1983-84 and generally poor road conditions also should result in added windshield replacement business," he said.

Ford Motor supplies replacement windshields for virtually all General Motors, Chrysler Corp., American Motors and Ford vehicles, as well as most foreign makes sold in the U.S. and Canada.

maintenance, according to Runzheimer.

"We have had very expensive transmission repairs on all GM front-wheel-drive models in various years. GM seems to have done nothing to improve quality. They just advertise that they have made improvements," Runzheimer quoted one fleet manager, who is responsible for 500 cars, 80 percent of which are front-wheel-drive, as saying.

Power steering, computer, drivetrain and suspension problems were listed by the fleet managers as being associated with GM X-bodies.

Runzheimer editors noted, however, that because GM comprises 61.6 percent of all cars in all fleets, the manufacturer will proportionately be shown to

have more problems.

Ford's share of the fleet market, according to Runzheimer, is 22.5 percent, while Chrysler accounts for 13.5 percent, and others have 2.4 percent.

Abnormal Maintenance With FWD Models

Year/Model or Body Style	Percent
1981/GM X-body	34
1980/GM X-body	24
1982/GM X-body	22
1982/Chrysler K-car	7
1983/GM X-body	6
1981/Chrysler K-car	5
1982/Ford Escort	4
1983/GM A-body	3
1983/Chrysler K-car	3
1981/Ford Escort	2
1982/GM J-body	2
1983/GM J-body	2

Source: Runzheimer & Co., Inc.

shop talk

Continued from Page 20

its success is closer to the jobber."

Hellweg said one of the best ways to overcome competitors "is standing behind the counter of a jobber store—the professional counterman, male or female. They can be the difference."

"The counterman, however, is often the most overlooked part of the parts business," Hellweg said. "A good counterman must be a salesman, a problem solver, computer operator, receiving clerk, consultant and, often times, a delivery person, outside salesman, assistant manager and janitor. And, as cars get more complex, the counterman's job will too."

• Hellweg said "a professional counterman (man or woman) has one of the most demanding sales jobs in our parts industry."

"A professional counterman can be the important difference to the jobber owner, the professional counterman can be the important difference in every

step in the distribution system and yet the counter person generally receives less credit for business success than anyone else in the system," Hellweg said.

"Why is that? Part of the reason has to be the lack of a way to recognize the counterman."

"He or she has to be the expert to the DIY customer aiding with parts selection and suggesting installation techniques," he said. "At the same time, the professional counterman has to be able to suggest tools or installation techniques that save the mechanic time and to be sure the mechanic has all the parts he needs to do the job right."

"With all this responsibility, the counterman is rarely considered to be a professional," Hellweg said. "It's recognized that the professional counterman can be the important difference. In my opinion, the time has come to raise the overall image of the counterman."



Ursomarso receives GM Parts award

Anthony Ursomarso, third from left, Union Park Pontiac, Inc., Wilmington, Del., receives an achievement plaque for completing the GM Parts Management Action Program from Arthur J. Carrado, second from left, GM Parts Philadelphia zone manager. From left are Jim Bullock, GM Parts district manager; Corrado; Ursomarso; Frank Ursomarso, and Peter Trapuzzano, dealership parts manager. Nationally, over 700 GM dealers have completed the program which analyzes the sales, profits and expenses of the dealership's parts and service business.

'83 market for new cars best since '79

Continued from Page 6

climbing to 2.95 percent from 1.98 percent, and miscellaneous domestics dropped from 0.05 percent to 0.01 percent.

The market-class breakdown for all classes for the 1983 calendar year was as follows: Imports at 27.54 percent (2,457,357); intermediates at 26.43 percent (2,358,384); compacts at 16.52 percent (1,474,566); standards at 12.78 percent (1,140,783); subcompacts at 11.27 percent (1,005,937), and luxuries at 5.46 percent (487,159).

December's registrations total of 909,660 was up 29.68 percent from 701,448 the preceding year. The ballooning was due both to a steady sales growth industry-wide and also to the capture of figures for the State of New York which were delayed for both November and December. New York figures were compiled from manufacturers' sales records instead of state registrations, according to R. L. Polk & Co.

The December total was 18.84 percent above the 1982 total of 765,461 and proved highest for the 12th month since 1978 when 948,536 new passenger cars were tallied.

December domestic registrations were up 27.69 percent, to 671,079 from 525,546. They represented a 21.09-percent gain over the 554,628 recorded two years earlier.

Import registrations rose 13.16 percent to 238,581 from 210,833 in 1982.

• For the month, AMC, Ford and GM increased their pieces of the total market. AMC was up 0.23 percentage points, Ford gained 0.85 percentage points and GM was up 0.39 percentage points.

Imports in December were down 1.31 percentage points, to 26.23 percent from 27.54 percent. Chrysler dropped 0.14 percentage points and miscellaneous domestics were wiped out, down 0.02 percentage points, from 0.02 percent to zero.

Excluding the imports, GM earned 60.90 percent of the December market, down from 61.47 percent in 1982. Ford cornered 23.95 percent, up from 23.21 percent. Chrysler dropped to 12.01 percent from 12.42 percent. AMC claimed 3.14 percent, up from 2.87 percent, and miscellaneous domestics were down to nothing from 0.03 percent.

Intermediates edged out imports with the largest segment of the market class total in December. Intermediates had 26.60 percent (241,965), followed by imports at 26.23 percent (238,581); compacts had 17.11 percent (155,646); subcompacts had 12.15 percent (110,491); standards had 12.00 percent (109,213), and luxury models had 5.91 percent (53,764).

A year earlier, intermediates had 25.54 percent, imports claimed 27.54 percent, compacts had 17.10 percent, subcompacts had 11.63 percent, standards had 12.01 percent and luxuries had 6.18 percent.

Of the domestics alone in December, 36.06 percent were intermediates, 23.19 percent were compacts, 16.47 percent were subcompacts, 16.27 percent were standards and 8.01 percent were luxury cars.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
DECEMBER, 1983 VS. DECEMBER, 1982

	1983		1982			1983		1982	
	Month	Year	Month	Year		Month	Year	Month	Year
AMC Alliance FWD	10,671	126,076	9,242	24,637	Buick Skylark FWD	9,388	100,213	11,513	143,012
Encore FWD	6,627	15,757			Skyhawk FWD	5,504	61,409	5,347	44,141
Spirit	94	4,975	1,009	16,797	Skyhawk SW FWD	755	10,092	473	845
Concord	69	9,167	1,349	23,000	Century FWD	16,110	145,481	13,772	96,548
Concord SW	50	4,252	704	8,565	Century SW FWD	616	730		
Eagle 4WD	437	3,836	421	5,801	Regal	19,031	214,999	17,845	207,111
Eagle 4WD SW	2,822	20,944	2,296	19,019	Regal SW	148	11,967	1,336	14,372
Eagle 4WD SX4	269	5,790	897	10,887	LeSabre	12,769	127,412	9,076	91,695
					Electra	7,360	76,479	6,598	57,930
TOTAL AMC	21,039	190,797	15,918	108,706	Electra FWD	9	159		
Chrysler Laser FWD	3,311	9,518			Buick SW	1,579	18,192	1,637	14,918
LeBaron FWD	6,216	67,886	6,296	77,325	Riviera FWD	6,637	51,123	4,655	43,099
LeBaron SW FWD	1,126	11,578	1,036	8,659	Total	79,906	818,256	72,252	713,671
E-Class/New Yorker FWD	8,273	81,845	3,397	7,953	Cadillac DeVille	13,145	126,867	11,972	109,584
Cordoba	135	10,421	1,234	15,372	DeVille FWD		103		
New Yorker Fifth Avenue	5,343	71,663	5,635	59,966	Cimarron	1,740	19,124	1,788	13,195
Imperial	16	1,264	229	2,603	Fleetwood and Chassis	5,360	43,437	4,834	38,627
Total	25,420	254,175	17,827	171,878	Fleetwood FWD		33		
Plymouth Horizon FWD	6,621	56,485	5,331	72,436	Eldorado FWD	7,673	69,487	6,337	55,761
Turismo FWD	3,507	35,381	2,794	10,457	Seville FWD	4,159	32,501	2,963	23,030
Reliant FWD	9,036	108,802	10,157	104,199	Total	32,077	291,552	27,894	240,197
Reliant SW FWD	5,159	45,877	4,002	41,017	Chevrolet Chevette	17,719	176,053	17,430	229,164
Gran Fury	428	12,139	717	15,410	Camaro	17,306	175,690	18,168	173,686
Total	24,751	258,684	23,001	243,519	Cavalier FWD	20,519	180,228	9,803	91,170
Dodge Omni FWD	5,718	50,022	5,112	62,958	Cavalier SW FWD	7,695	69,469	3,228	26,940
Charger FWD	4,260	44,938	3,144	15,214	Citation FWD	7,296	92,126	15,736	184,396
Daytona	3,414	7,412			Malibu	810	43,992	5,404	64,998
Aries FWD	7,127	81,043	6,983	77,921	Malibu SW	407	41,505	4,834	42,766
Aries SW FWD	4,116	36,945	3,552	33,725	Celebrity FWD	22,812	170,410	14,160	96,799
600 '84/400 '83 FWD	1,781	28,929	3,167	27,466	Celebrity SW FWD	1,707	1,940		
Diplomat	554	20,857	1,315	23,094	Monte Carlo	12,820	102,628	8,354	95,619
Diplomat SW			2	74	Impala	4,492	46,037	3,480	49,619
Mirada	136	4,435	509	7,172	Caprice	13,951	126,744	10,186	101,990
600 FWD	3,330	33,052	2,282	4,559	Chevrolet SW	6,135	57,644	4,080	44,015
Total	30,436	307,633	28,006	252,183	Corvette	2,753	26,037	1,934	21,462
TOTAL CHRYSLER CORP.	80,607	820,492	68,894	667,580	Total	136,422	1,310,503	116,797	1,222,624
Ford Escort FWD	22,753	242,622	20,443	248,882	Oldsmobile Omega FWD	3,577	49,081	5,833	71,711
Escort SW FWD	7,401	80,938	7,163	79,983	Firenza FWD	2,975	31,491	2,941	26,004
EXP	965	20,333	3,654	38,421	Firenza SW FWD	1,074	12,405	498	806
Fairmont	332	46,869	16,656	129,439	Cutlass Ciera FWD	19,920	183,141	13,822	109,942
Fairmont SW			17	2,057	Cutlass Ciera FWD	2,176	2,615		
Tempo FWD	24,632	124,060	3	9	Cutlass Supreme/Calais	31,455	301,620	22,351	256,025
Granada			3,252	61,945	Cutlass SW	135	17,454	1,935	20,003
Granada SW			1,007	33,606	Delta 88	18,167	193,981	14,754	154,110
LTD	12,426	117,337	7,784	14,478	98	12,018	114,409	9,595	85,005
LTD SW	5,724	47,993	2,785	4,752	98 FWD	1	24		
LTD '82			1,102	44,349	Oldsmobile SW	2,857	25,907	2,009	19,729
LTD Crown Victoria	8,211	94,701	8,422	53,183	Toronado FWD	4,715	39,101	3,400	32,367
LTD Crown Victoria SW	2,303	20,930	2,571	21,027	Total	99,070	971,229	77,038	775,702
Mustang	10,438	113,957	10,142	115,095	Pontiac 1000	2,681	33,710	4,448	49,286
Thunderbird	16,446	124,992	1,911	42,244	Firebird	9,537	90,859	11,677	98,114
Total	111,631	1,034,732	86,912	889,470	2000 FWD	8,037	73,119	4,729	47,425
Lincoln Town Car	4,829	57,348	5,440	40,087	2000 SW FWD	1,182	12,316	870	8,277
Mark VI and VII	2,941	26,353	3,145	25,929	Phoenix FWD	1,674	24,619	4,486	48,130
Continental	1,536	13,505	2,408	21,804	Bonneville	7,509	69,209	5,159	58,751
Total	9,306	97,206	10,993	87,820	Bonneville SW	234	12,789	1,137	14,182
Mercury Lynx FWD	4,571	61,599	5,450	73,526	6000 FWD	10,106	89,116	7,978	52,687
Lynx SW FWD	1,321	17,135	1,637	20,434	6000 SW FWD	691	774		
LN7 FWD	103	4,945	1,282	12,829	Grand Prix	7,470	87,012	6,384	80,158
Capri	2,055	22,951	3,234	30,162	Catalina			2	453
Zephyr	73	13,361	4,080	40,256	Bonneville '81/Parisienne	1,364	6,997	21	1,711
Zephyr SW			6	815	Bonneville Brougham '81/Paris Bgm	1,896	12,125	28	1,500
Topaz FWD	7,231	36,106			Pontiac SW	1,349	5,721	6	475
Cougar '82			1,125	28,632	Fiero	7,485	18,038		
Cougar '82 SW			291	13,150	Total	61,215	536,404	46,925	461,149
Marquis '83/'84	5,541	49,689	3,019	5,189	TOTAL GM CORP.	408,690	3,927,944	340,906	3,413,343
Marquis '83/'84 SW	1,248	15,678	1,217	2,677	Checker	1	250	128	1,151
Marquis '82			156	7,292	Miscellaneous Domestic	23	617	181	2,499
Marquis Brougham '82			196	14,486	Domestic Station Wagon Total	61,051	615,882	51,496	506,756
Grand Marquis	7,092	81,097	7,134	41,419	Domestic Grand Total	671,079	6,466,829	554,628	5,485,711
Grand Marquis SW	1,041	12,092	1,267	9,868	Import Total	238,581	2,457,357	210,833	2,268,631
Cougar '83/'84/XR-7	9,507	80,388	730	15,558	Grand Total All Registrations	909,660	8,924,186	765,461	7,754,342
Total	39,783	395,041	30,824	316,293					
Lincoln-Mercury Division Total	49,089	492,247	41,817	404,113					
TOTAL FORD MOTOR CO.	160,720	1,526,979	128,729	1,293,583					

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, New York Nov.-Dec. figures compiled from manufacturer's sales records.

Autos are incentives at Mary Kay Cosmetics

Sales staff rewarded with GM cars

ATLANTA.—Money may be a motivator of people, but these days the high prices of automobiles may be a better one.

Mary Kay Cosmetics, Inc., the Dallas direct selling company that encourages women to sell beauty aids door-to-door and through sales parties, is among the list of companies using cars as a sales incentive.

Last year, Mary Kay awarded 750 pink Cadillacs and a similar

number of Buicks to its top producers.

This year, the program is being expanded, the company announced at a sales meeting here. The firm is now offering cream-colored Oldsmobile Firenzas, in addition to Cadillacs and Buicks.

The company is another one turning to cars as incentives for better sales. Chik-fil-A, an Atlanta-based fast food restaurant,

recently awarded 40 Continental Mark VIIIs to store managers who achieved certain sales increases.

Faced with declining sales volume, Mary Kay is tightening its efforts with the new incentive campaign. The Firenza will now be used as a lure for the women who sell the beauty products to achieve better sales.

To qualify for a Firenza, saleswomen must for three consecu-

tive months order at least \$600 worth of products while supervising a staff of five other beauty consultants who place combined wholesale orders of at least \$3,000 a month.

The team leaders will be able to keep the cars for as long as they continue to meet quotas.

Referring to the policy of giving sales representatives the use of a Mary Kay car, Dick Bartlett, vice president of marketing, said it is a most liberal plan for hard-working representatives.

"That's not a whole heck of a lot of sales dollars or wholesale volume to qualify for a large bonus like a car," he said.

Sales recovery, import restrictions result in tight supply

Shortages in some car lines hound dealerships

Continued from Page 54

The export total has been raised from 1.68 million units to 1.85 million.

A spokesman for Toyota, the largest-volume Japanese im-

porter, said the company is "short on everything," with supplies running less than 15 days on all models.

However, he said, customers who are "flexible" in demands

can find cars on dealer lots or expect shipment of the car of their choice "relatively soon."

"Everything has been in short supply," said Ron Napoli, a Toyota dealer in Mt. Kisco, N.Y. "Everything we are writing now is pretty much predicated on a May delivery and people are happy to wait. That seems to be indicative of the situation for most of the import dealers in our town."

Nissan reports an average 22-day inventory for its models, with the Maxima running at just 17 days' supply.

Paul Brown, sales manager at a Nissan dealership in Minneapolis, said all models are hard to come by. He said the wait for customers is 30-60 days.

"We've got limited availability across the board," said Brown.

A Honda dealer in Memphis said he has been unable to maintain Prelude and Civic CRX models in stock.

"I would love to have either one of them for a demo to drive around," he said. "All the Civics are really short now, but especially the CRX. The press the CRX has received has been fantastic. But when people come in to see one and find out they have to wait two or three months, they look at other Civics."

He said the wait on a new Prelude has been about six weeks, while customers ordering a CRX must be patient for two to three months.

Elsewhere among the Japanese imports, a Mazda spokesman said all models are "going out the door as soon as they come in." He said customers are waiting about a month for all cars in the company's line.

A Subaru spokesman said the company is operating with a 12-day supply of automobiles in the U.S. He said the wait for new cars ranges from one to two months.

"We don't encourage dealers to pre-sell and take a lot of

money," said the Subaru representative. "When the dealer knows the car has been shipped, he can go ahead and sell the car and know that the customer will not have to wait too long."

"Among European imports, spokesmen for Mercedes-Benz, Saab, Porsche and Audi report substantial waiting periods for customers."

Mercedes acknowledges that the wait for some models can be 10 to 12 months, depending on the dealership. The company does not announce inventory levels, but industry sources have pegged a six-day supply for the 500-SEL and a nine-day stock of 190-E models.

Delivery time at some Mercedes outlets may be significantly shorter than others, according to a company spokesman. He said individual allocations and trading among franchisees makes for a different supply story at each dealership.

"We really can't function in the U.S. market (with the current delay in filling orders)," said the spokesman. "This is the land of instant gratification. The ideal is to have a two-month supply of everything, but we haven't had that for some time."

A Porsche-Audi representative called supplies "not too terrific."

The average for all Porsche models was placed at 17 days, while the 944 was running at only 14 days' supply. The Audi line averages 33 days, but the 5000 has only a 21-day inventory, according to a spokesman.

"There is a wait for virtually anything in the Porsche or Audi line," he said.

Customers who want to buy a Porsche 944 today would have to wait for a 1985 model, according to Fred Lavery, a Porsche-Audi dealer in Birmingham, Mich.

"I could probably get one before the end of the year, but it might be December," said Lavery. "Absent an order cancellation, we are sold out, as best we know, for the remainder of the 1984 model run in 944s. I have probably one unsold 911 that I have been allowed to order."

Lavery's supply of Audis is less tight, but he said the 5000 Turbos are being sold three

months in advance of delivery.

A spokesman for Saab said delays on customer orders are ranging from three to four weeks on all models.

"I can remember when you could buy 10 at a time," he said. "But we've been short for two years. Selling them is just a matter of how fast they can make them in Sweden and ship them over."

"Saab sales are limited by lack of availability," said Bob Bruzas, sales manager for Westlake Imports, Elmhurst, Ill. "They can't get production up as fast as demand."

Bruzas put the wait for new-car orders at between 30 and 45 days, if a car is not in current stock or available through a dealer trade.

"The difficulty is that you are not placing an order with the factory," he said. "You are waiting for the next shipment to come in, and if it's not there you wait until the next one. You have to quote a range on delivery dates because it is difficult to predict."

Truck market posts '83 gain of 22 percent

Continued from Page 16

age loser in 1983. Its 12-month total of 923 registrations was 33.3 percent below the previous year's 1,384 units.

There were 46,199 Group 6 registrations last year, an increase of 5.5 percent over the year-earlier 43,797 units. Trucks in this weight class are fast closing the gap between it and Group 7. Only about 3,000 units separated the two in 1983, compared with 9,000 the year earlier.

The Group 7 count last year was off 9.6 percent to 49,426 units, compared with 54,657 in 1982. There were 80,012 Group 8 tallies during the year, an increase of 9.2 percent over the previous year's 73,285.

Ford's 942,568 registrations during the year accounted for 31.67 percent of the industry total, an increase of 1.51 percentage points over the year-earlier 30.16 percent on 733,120 tallies.

Second-place Chevrolet took 30.39 percent of the total in 1983 with 904,672 tallies. Its share was down 0.80 points from the previous year's 31.19 percent on 758,107 units.

HD registrations in '83 hit 129,438, highest in 4 years

Continued from Page 16

dustry total, a gain of 1.34 percentage points over the previous year's 22.47 percent, when International finished second with 28,754 units.

Ford's market share in 1983 was down 3.31 points from the year earlier. Its 26,255 tallies accounted for 20.28 percent of the year's total, compared with 23.59 percent on 30,180 units in 1982.

Freightliner was the biggest gainer in penetration in 1983. Its 11,111 tallies took 8.58 percent of the total, an increase of 2.88 points over the previous year's 5.70 percent on 7,292 registrations.

Peterbilt, Kenworth, White, Volvo and Autocar also increased their market share last year. Ford was the biggest loser in penetration, followed by GMC, Mack, Western Star, Chevrolet, Mercedes-Benz and the miscellaneous group.

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* Radio Shack dealer fourth quarter of 1983



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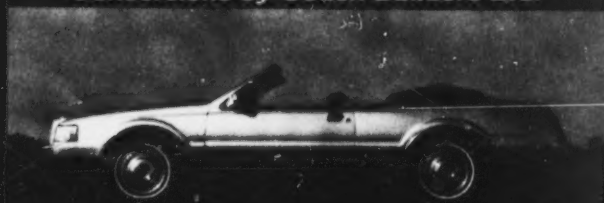
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Arnold J. Creekmore Appointed a Manager at Vawter, Kennedy & Kennedy, P.C.

A specialist in automobile accounting has joined the Memphis-based CPA firm of Vawter, Kennedy & Kennedy. Arnold J. Creekmore, who has been employed as a manager, has 18 years of accounting experience, including 14 years assisting automobile dealers in such areas as income tax, Buy-Sell and management service. Previously a partner in a local CPA firm, the Mississippi State University graduate also worked with International Minerals & Chemical Corporation on the internal audit staff and as an area accounting supervisor.



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Maremont shifts two executives in reorganization

CHICAGO.—Maremont Corp. has announced a reorganization of its management.

James W. Thomas, group vice president in charge of the company's subsidiary operations, has been named vice president, sales and marketing, Domestic Automotive Division. This position was previously held by Peter J. Huber, who recently resigned to join CR Industries as vice president of its Replacement Division.

Thomas, who joined the company in 1969, will also have responsibility for corporate research and engineering functions. Thomas will report to Byron O. Pond, Maremont chairman, president and chief executive officer.

In a related move, Kenneth C. Cornelius, chief financial officer, will assume direct responsibility for the company's wholly owned subsidiaries, including Marwil Products Co., C&C Mfg. and Apex Automotive. He will continue as chief financial officer.

In addition, W. Thomas Clements, vice president and general manager of Maremont's Saco Defense Systems Division, will now report to Pond.



Eyewitness

At Allied Automotive's Bendix Hydraulic Division, St. Joseph, Mich., assembly and test operator Marcia Cummings conducts a visual inspection of a split-system brake master cylinder before attaching the unit to a pressurized leak test stand.

NEW TRUCK SALES BY MAKE AND GVW CLASS

12 MONTHS, 1983 VS. 1982*

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Dec., '83								135	135
	Dec., '82								49	49
	Year to Date '83								992	992
	Year to Date '82								596	596
CHEVROLET	Dec., '83	53,707	43,165	2,856		22	507	598	39	100,894
	Dec., '82	42,348	32,305	1,464		34	427	560	44	77,182
	Year to Date '83	491,968	377,945	21,212		282	5,735	7,079	451	904,672
	Year to Date '82	412,255	314,103	18,549		372	5,223	6,948	657	758,107
(Memo Units) #	Dec., '83	37,095	15,562							52,657
	Dec., '82	26,602	11,543							38,145
	Year to Date '83	330,583	151,345							481,928
	Year to Date '82	244,509	107,467							351,976
DODGE	Dec., '83	17,361	11,041							28,402
	Dec., '82	12,346	6,228							18,574
	Year to Date '83	153,088	100,412							253,500
	Year to Date '82	143,893	74,165	20						218,078
(Memo Units) #	Dec., '83	11,967	7,229							19,196
	Dec., '82	7,888	4,141							12,029
	Year to Date '83	98,029	72,352							170,381
	Year to Date '82	90,138	52,183							142,321
FORD	Dec., '83	29,443	70,022			1,016	1,788	792		103,061
	Dec., '82	24,846	48,122			1,118	1,943	726		76,755
	Year to Date '83	329,925	575,921			10,467	18,714	7,541		942,568
	Year to Date '82	250,724	439,217			12,999	21,124	9,056		733,120
(Memo Units) #	Dec., '83	26,645	24,374							51,019
	Dec., '82	16,463	18,599							35,062
	Year to Date '83	261,992	214,273							476,265
	Year to Date '82	145,994	167,592							313,586
FREIGHTLINER	Dec., '83							1,245		1,245
	Dec., '82							845		845
	Year to Date '83							11,111		11,111
	Year to Date '82							7,292		7,292
GMC	Dec., '83	11,843	12,146	100		136	555	1,067	882	26,729
	Dec., '82	9,832	9,646	64		48	366	641	475	21,072
	Year to Date '83	109,321	114,677	720		634	6,255	9,079	7,284	247,970
	Year to Date '82	89,782	96,475	923		1,001	4,429	12,430	7,868	212,908
(Memo Units) #	Dec., '83	7,417	4,114							11,531
	Dec., '82	5,322	2,962							8,284
	Year to Date '83	65,957	45,876							111,833
	Year to Date '82	44,291	28,773							73,064
INTERNATIONAL	Dec., '83					1,630	1,132	2,030		4,792
	Dec., '82					1,314	991	1,458		3,763
	Year to Date '83					19,702	11,443	19,381		50,526
	Year to Date '82					17,148	11,782	16,972		45,902
JEEP	Dec., '83	9,868	2,717							12,585
	Dec., '82	3,459	3,104							6,563
	Year to Date '83	50,702	25,751							76,453
	Year to Date '82	36,635	25,462							62,097
(Memo Units) #	Dec., '83	9,868	2,320							12,188
	Dec., '82	3,459	2,627							6,086
	Year to Date '83	50,702	21,770							72,472
	Year to Date '82	36,635	20,008							56,643
KENWORTH	Dec., '83							1,104		1,104
	Dec., '82							652		652
	Year to Date '83							7,972		7,972
	Year to Date '82							7,344		7,344
MACK	Dec., '83					178	33	1,345	1,556	
	Dec., '82					152	77	1,581	1,810	
	Year to Date '83					2,119	901	12,018	15,038	
	Year to Date '82					2,021	690	12,879	15,590	
MERCEDES-BENZ	Dec., '83					184	119			303
	Dec., '82					150	75			225
	Year to Date '83					1,921	967			2,888
	Year to Date '82					1,976	984			2,960
PETERBILT	Dec., '83							975		975
	Dec., '82							613		613
	Year to Date '83							8,026		8,026
	Year to Date '82							5,781		5,781
PLYMOUTH	Dec., '83	2,744	28							2,802
	Dec., '82	523	284							807
	Year to Date '83	6,797	3,390							10,187
	Year to Date '82	6,288	3,886							10,174
VOLVO	Dec., '83					102	63			165
	Dec., '82					80	34			114
	Year to Date '83					1,010	631			1,641
	Year to Date '82					536	227			763
WESTERN STAR	Dec., '83							43		43
	Dec., '82							45		45
	Year to Date '83							322		322
	Year to Date '82							638		638
WHITE	Dec., '83							976		976
	Dec., '82							312		312
	Year to Date '83							3,242		3,242
	Year to Date '82							2,669		2,669
MISCELLANEOUS*	Dec., '83	45,413	496	4	54		17	119		46,103
	Dec., '82	35,741	830		5		22	113		36,712
	Year to Date '83	430,476	7,321	10	360	7	233	1,041		439,448
	Year to Date '82	337,797	7,161		13	11	163	1,306		346,452
TOTALS	Dec., '83	170,379	139,645	2,960	54	150	4,070	4,856	9,740	331,870
	Dec., '82	129,095	100,519	1,528	5	82	3,528	4,389	6,947	246,093
	Year to Date '83	1,572,277	1,205,417	21,942	360	923	46,199	49,426	80,012	2,976,556
	Year to Date '82	1,277,374	960,469	19,492	13	1,384	43,797	54,657	73,285	2,430,471

*—No registrations for Oklahoma, 1983 and 1982; November-December New York totals compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokees, Wagoneers and Scaablers. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Let Detroit 'fend for itself,' he says

Senator asks for end to Japanese quotas

WASHINGTON. — Quotas on Japanese cars exported to the U.S. should be ended, Senator John Chafee, Rhode Island Republican, told his Congressional colleagues, and "Detroit should be left to fend for itself."

"It is time for the quota to be exposed for what it is: A hoax on workers and the American consumers," he added in his speech on the Senate floor.

The Japanese Government has extended quotas on cars exported to the U.S. until March 31, 1985.

Enough, Chafee said, of this "breathing space," which Detroit said would put workers back on the job and enable it to make cars better and cheaper.

Instead, he said, all three companies have posted record profits by selling fewer cars "at a hefty premium for the simple reason they are spared competition." But the companies are talking of fewer workers in the future.

But, said Chafee, it is the consumer "who has really taken a beating." The average price of U.S. cars this year, he said, will be more than "\$10,500—an increase of \$2,000 in just two years. The Japanese, moreover, are pushing their most expensive models and adding extra options."

"Go into any Japanese automobile dealership and you will find the sticker price usually includes a premium cost of \$1,000 or more labeled 'added dealer markup' or, more euphemistically, 'market adjustment fee,'" he said.

Now, Japanese cars often cost more than American cars, Chafee said, and Detroit, instead of using its "breathing space" to undersell the Japanese and regain market share, has raised

prices "although it tends to keep them just under the prices for restricted imports."

Concluded Chafee, "If ever there were a need for free enterprise, that need exists in the auto industry."

California law permits delay on installments

SACRAMENTO. — New legislation in California prohibits new-car dealers, banks and other creditors from enforcing installment sales contracts against buyers with credit disability insurance who may miss payments after April 1, 1984, because of disabilities.

Henceforth, such a buyer must be provided a three-month grace period to give time to file a claim and have action taken on the claim. During the three-month period, all collection efforts and repossessions are forbidden.

If the claim is approved, the buyer is relieved of his obligation while the insurance company makes the payments. If the claim is denied or only partially approved, the buyer has 35 days from the date of the denial to make up payments due, including accrued interest and late charges.

The Northern California Motor Car Dealers Assn. has told all dealer members that "if an insured buyer notifies you that a disability is forcing him or her to miss payments, you must immediately notify him or her in writing of the name, address and telephone number of the insurance company so that he or she can make a claim for coverage."

Big Three February, year-to-date sales

	1984 February	1983 February	1984 Year to Date	1983 Year to Date
Vans	14,867	9,882	26,039	20,310
Club Wagon	3,000	2,210	5,474	4,099
Ranger	15,493	11,816	28,577	23,515
Courier		619		5,471
Bronco	3,652	3,244	7,025	6,051
Bronco II		6,823		13,152
Pickups	41,909	28,842	80,811	56,544
Mediums	3,161	1,989	5,139	4,438
Heavies	860	425	1,425	1,076
Chevrolet				
Vans	13,505	10,186	25,695	20,428
Sportvan	1,754	1,517	3,494	2,970
S-10	13,907	12,388	27,322	25,722
S-10 Blazer	9,841	5,972	19,545	11,779
LUV		517		1,364
El Camino	1,898	1,316	3,721	2,771
Blazer	4,419	1,962	8,318	3,787
Suburban	4,002	2,118	7,149	4,536
Pickups	34,951	25,200	68,660	51,941
Mediums	1,101	990	2,157	2,068
Chrysler				
Vans	5,780	5,231	11,206	8,627
Ram Wagon	3,601	2,486	6,469	4,062
Voyager	6,745		10,863	
Caravan	7,071		11,143	
Mini Ram Van	160		172	
Ram 50	3,539	2,109	6,642	3,642
Other Plymouth Trucks		774		3,318
Ramcharger	2,316	1,479	4,333	2,389
Rampage	804	831	1,448	1,369
Pickups	11,556	6,721	20,806	10,300
GMC				
Vans	4,198	2,941	8,742	5,282
S-15	3,247	2,649	6,567	5,397
S-15 Jimmy	2,371	991	5,140	1,829
Jimmy	721	436	1,626	805
Caballero	209	151	403	274
Suburbans	1,200	731	2,458	1,430
Pickups	9,404	7,334	19,916	14,637
P Models	378	252	899	389
Mediums	1,948	1,680	3,543	3,194
Heavies	1,078	493	2,026	1,000

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March 21—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

March 22—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

March 27—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

March 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 29—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

March 30—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

March 20—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago, Ill.; NuCarPrep System, Santa Fe Springs, Calif., and Portland Auto Auction, Portland, Ore.

March 21—Butler Auto Auction, Gibsons, Pa.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 22—Northway Exchange, Clifton Park, N. Y.

March 23—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 27—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

March 29—Fredericksburg Auto Auction, Fredericksburg, Va.

March 30—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

March 20—Harrisonburg Auto Auction, Harrisonburg, Va.

March 21—Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

March 22—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

March 27—Aptco Auto Auction, Taylor, Mich.

March 28—Golden Gate Auto Auction, Fremont, Calif.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Southwest Auto Auction, Phoenix, Ariz.

March 29—Skyline Auto Exchange, Fairfield, N. J.

General Motors

March 20—Southern Auto Auction, E. Windsor, Conn.

March 21—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 22—Indianapolis Auto Auction, Indianapolis, Ind.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlington, S. C.

March 29—Butler Auto Auction, Gibsons, Pa.

Anglo American buys auto auction in Florida

WEST PALM BEACH, Fla. — Anglo American Auto Auctions, Inc., Nashville, has purchased West Palm Beach Auto Auction, Inc. It is the ninth major U.S. acquisition by AAAA, a unit of British Car Auction Group, P.L.C., since it began operation in May, 1982.

William B. and Ruth Kemp, former owners, will remain with the auction, which will be expanded to include an automotive reconconditioning center. The purchase includes a two-lane auction branch in Fort Lauderdale, which AAAA plans to expand at a larger site in the same city.

Anglo American buys Nashville auction firm

CHICAGO.—Anglo American Auto Auctions, Inc. (AAAA), Nashville, has purchased Arena Auto Auction, Inc., and its associated Midwest Recon Center, based here, for an undisclosed amount.

AAAA is a unit of British Car Auction Group, P.L.C.

Model breakdown Auction Averages

	March to date	February	January
1984.....	\$11,460	\$10,278	\$10,118
1983.....	7,677	8,567	8,110
1982.....	6,039	6,218	6,338
1981.....	5,238	5,154	5,279
1980.....	4,091	4,526	4,239
1979.....	3,478	3,469	3,902
1978.....	2,573	2,421	2,589
1977.....	1,893	1,907	1,999
Overall			
Average \$	4,877	\$ 5,340	\$ 5,359

Used Car Sales Auction Averages

March to date	\$4,877
Month ago	\$5,296
Year ago	\$4,985



New auctioneer

Brad Phillips is a recent graduate of Mendenhall School of Auctioneering, High Point, N. C. Brad will be working with his father, Bill Phillips, owner of the Mid-America Auto Auction, Wichita.

Trucks show 86 pct. gain

February car sales up 61 pct. in Canada

By Jenny L. King
Staff Writer

New-car sales in Canada continued to reflect sales trends of its neighbor to the south but with even more intensity in February when a 61.09-percent increase was reported. The January increase was 53.91 percent for cars, bringing the year-to-date gain over 1983 levels to 57.71 percent.

By comparison, U.S. domestic sales were up 48.03 percent in February and 40.88 percent in

January.

Truck sales in Canada moved at breakneck speed, up 86.40 percent in February, following a 67.20-percent rise in January.

Sales of North American-built passenger cars numbered 51,792 the second month of this calendar year, up almost 20,000 units over 32,151 the preceding year. Year-to-date sales reached 95,911, a gain of 57.71 percent over 60,816 in 1983.

In February, General Motors sales exploded 76.61 percent, to

27,811 from 15,747 in 1983. Ford squeezed past Chrysler to take second place with sales of 10,399, compared with 10,366 at Chrysler. Ford sales were up 59.46 percent, Chrysler figures were up 43.03 percent.

American Motors reported sales of 2,595 passenger cars, up 15.28 percent from 2,251. Totals include 779 imported Renaults this year versus 792 a year earlier. Volvo's February sales of 621 were up 44.42 percent from 430 in 1983.

GM's share of the market climbed to 53.70 percent from 48.98 percent. Ford slipped to 20.08 percent from 20.28 percent. Chrysler was down to 20.01 percent from 22.40 percent. American Motors had 5.01 percent compared with 7.00 percent a year ago, and Volvo dropped to 1.20 percent from 1.34 percent.

February truck sales, including captive imports, totaled 18,895, up 86.40 percent from 10,137 in 1983. Sales for the first two months of this year improved by 76.96 percent, to 35,277 from 19,935.

GM sales totaled 8,055, up 67.12 percent from 4,820. Ford was up 74.71 percent, to 6,368 from 3,645. Chrysler's total more than doubled, to 3,901 from 1,542, and AMC Jeep sales mushroomed 339.23 percent, to 571 from 130.

GM's share of the truck market in February was 42.63 percent, down from 47.55 percent. Ford slipped to 33.70 percent from 35.96 percent. Chrysler was up to 20.65 percent from 15.21 percent, and AMC gained close to two percentage points, rising to 3.02 percent from 1.28 percent.



Adjust to fit

Seat of the Volvo LCP travels only slightly. Instead, the plastic pedal group and the steering wheel-instrument cluster adjust to fit the driver.

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1983 U.S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS																
Alliance	17,911	11.20	31,337	19.59	40,582	25.37	N.A.	—	N.A.	—	12,473	7.80	N.A.	—	N.A.	—
Eagle	15,074	10.60	28,677	18.90	33,845	23.80	N.A.	—	N.A.	—	10,523	7.40	N.A.	—	N.A.	—
	2,837	16.00	2,660	15.00	6,737	38.00	N.A.	—	N.A.	—	1,950	11.00	N.A.	—	N.A.	—
CHRYSLER CORP.																
Chrysler-Plymouth Total	157,935	18.43	N.A.	—	410,518	47.90	N.A.	—	N.A.	—	115,570	13.48	N.A.	—	N.A.	—
Horizon	85,647	16.22	N.A.	—	256,188	18.51	N.A.	—	N.A.	—	98,421	18.64	N.A.	—	N.A.	—
Reliant	13,319	23.30	N.A.	—	16,006	28.00	N.A.	—	N.A.	—	400	0.70	N.A.	—	N.A.	—
Turismo	53,644	30.80	N.A.	—	86,562	49.70	N.A.	—	N.A.	—	2,438	1.40	N.A.	—	N.A.	—
Gran Fury	4,967	13.20	N.A.	—	18,588	49.40	N.A.	—	N.A.	—	2,070	5.50	N.A.	—	N.A.	—
Fifth Avenue	4,989	31.70	N.A.	—	5,273	33.50	N.A.	—	N.A.	—	126	0.08	N.A.	—	N.A.	—
LeBaron	1,587	1.90	N.A.	—	30,144	36.10	N.A.	—	N.A.	—	51,770	62.00	N.A.	—	N.A.	—
E-Class	4,580	5.80	N.A.	—	51,094	64.70	N.A.	—	N.A.	—	15,873	20.10	N.A.	—	N.A.	—
New Yorker	2,035	4.70	N.A.	—	31,786	73.40	N.A.	—	N.A.	—	6,452	14.90	N.A.	—	N.A.	—
Dodge Total	526	1.40	N.A.	—	16,735	44.50	N.A.	—	N.A.	—	19,292	51.30	N.A.	—	N.A.	—
Omni	72,288	21.97	N.A.	—	154,330	46.92	N.A.	—	N.A.	—	17,149	52.10	N.A.	—	N.A.	—
Aries	11,990	22.20	N.A.	—	14,042	26.00	N.A.	—	N.A.	—	378	0.70	N.A.	—	N.A.	—
Charger	36,975	27.10	N.A.	—	66,856	49.00	N.A.	—	N.A.	—	1,910	1.40	N.A.	—	N.A.	—
Dodge 400	7,464	15.70	N.A.	—	24,439	51.40	N.A.	—	N.A.	—	3,423	7.20	N.A.	—	N.A.	—
Dodge 600	2,614	9.20	N.A.	—	17,730	62.40	N.A.	—	N.A.	—	3,893	13.70	N.A.	—	N.A.	—
Diplomat	2,286	6.00	N.A.	—	25,030	65.70	N.A.	—	N.A.	—	6,934	18.20	N.A.	—	N.A.	—
	10,951	44.80	N.A.	—	6,233	25.50	N.A.	—	N.A.	—	611	2.50	N.A.	—	N.A.	—
FORD MOTOR																
Ford Division	206,966	16.02	34,972	2.71	441,438	34.18	10,211	0.79	511	0.04	326,092	25.25	41,371	3.20	5,547	0.43
Escort	172,364	20.91	27,471	3.28	268,580	32.03	3,054	0.36	511	0.06	103,998	12.40	41,371	4.93	5,547	0.66
Fairmont	81,240	33.20	13,459	5.50	49,919	20.40	489	0.20	N.A.	—	12,480	5.10	N.A.	—	N.A.	—
Mustang/Mustang II	25,743	33.90	4,565	6.00	36,365	47.90	118	0.20	N.A.	—	1,268	1.70	N.A.	—	N.A.	—
LTD	15,230	12.60	1,813	1.50	39,646	32.80	604	0.50	N.A.	—	45,811	37.90	N.A.	—	N.A.	—
Thunderbird	26,675	18.50	5,677	3.90	82,083	56.80	574	0.40	N.A.	—	13,835	9.60	2,923	2.00	398	0.30
Crown Victoria	6,965	6.10	N.A.	—	42,691	37.60	352	0.30	N.A.	—	16,114	14.20	35,183	31.00	4,764	4.20
EXP	5,787	10.20	N.A.	—	29,389	51.80	908	1.60	511	0.90	8,851	15.60	1,581	11.60	227	0.40
*Tempo	575	25.60	22	1.00	537	23.90	9	0.40	N.A.	—	660	29.40	N.A.	—	N.A.	—
L-M Division	10,149	18.40	1,935	3.50	30,641	55.40	N.A.	—	N.A.	—	4,979	9.00	1,684	3.00	158	0.30
Lynx	34,602	7.64	7,501	1.66	172,858	38.15	7,157	1.58	N.A.	—	222,094	49.02	N.A.	—	N.A.	—
Capri	18,695	26.90	4,656	6.70	17,861	25.70	139	0.20	N.A.	—	6,880	9.90	N.A.	—	N.A.	—
Marquis	2,538	10.00	711	2.80	4,948	19.50	102	0.40	N.A.	—	15,327	60.40	N.A.	—	N.A.	—
Cougar	8,689	12.90	1,549	2.30	41,964	62.30	337	0.50	N.A.	—	13,202	19.60	N.A.	—	N.A.	—
Grand Marquis	18,94	2.50	N.A.	—	32,418	42.80	530	0.70	N.A.	—	37,947	50.10	N.A.	—	N.A.	—
LN7	N.A.	—	N.A.	—	39,244	41.00	3,063	3.20	N.A.	—	52,071	54.40	N.A.	—	N.A.	—
*Topaz	41	5.90	4	0.60	161	23.00	5	0.70	N.A.	—	433	61.90	N.A.	—	N.A.	—
Continental	2,745	15.60	581	3.30	9,326	53.00	N.A.	—	N.A.	—	4,135	23.50	N.A.	—	N.A.	—
Lincoln	N.A.	—	N.A.	—	808	4.80	152	0.90	N.A.	—	15,872	94.30	N.A.	—	N.A.	—
Mark VII	N.A.	—	N.A.	—	23,968	44.90	107	1.70	N.A.	—	28,505	53.40	N.A.	—	N.A.	—
	N.A.	—	N.A.	—	2,160	7.00	1,922	3.60	N.A.	—	47,722	89.40	N.A.	—	N.A.	—
GENERAL MOTORS																
Buick Division	500,568	13.92	151,274	4.21	1,563,877	43.48	8,991	0.25	2,570	0.07	856,766	23.82	29,120	0.81	6,495	0.18
Skyhawk	67,137	8.30	N.A.	—	440,045	54.43	3,369	4.17	N.A.	—	276,149	34.16	1,112	0.14	339	0.04
Skyhawk J	25,825	24.70	N.A.	—	64,164	61.30	N.A.	—	N.A.	—	12,592	12.00	N.A.	—	N.A.	—
Century	9,326	14.80	N.A.	—	41,475	65.70	N.A.	—	N.A.	—	10,950	17.30	N.A.	—	N.A.	—
Regal	9,342	7.30	N.A.	—	80,853	63.20	N.A.	—	N.A.	—	35,717	27.90	N.A.	—	N.A.	—
Buick	15,714	6.90	N.A.	—	142,894	62.60	N.A.	—	N.A.	—	60,049	26.30	N.A.	—	N.A.	—
Riviera	6,930	2.96	N.A.	—	102,126	43.60	3,646	1.56	N.A.	—	116,082	49.56	1,112	0.47	339	0.15
	N.A.	—	N.A.	—	5,533	17.00	723	1.40	N.A.	—	40,759	81.10	N.A.	—	N.A.	—
Cadillac Division	N.A.	—	N.A.	—	105,372	35.99	4,622	1.58	N.A.	—	136,894	46.75	23,483	8.02	N.A.	—
Cimarron	N.A.	—	N.A.	—	7,532	39.00	N.A.	—	N.A.	—	11,762	61.00	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	6,001	19.70	N.A.	—	N.A.	—	13,328	43.80	3,007	9.90	N.A.	—
Eldorado	N.A.	—	N.A.	—	16,299	24.20	933	1.40	N.A.	—	31,521	46.80	5,544	8.20	N.A.	—
Cadillac	N.A.	—	N.A.	—	75,540	43.00	3,689	2.10	N.A.	—	80,283	45.70	14,932	8.50	N.A.	—
Chevrolet Division	315,733	26.49	145,702	12.23	361,010	30.29	N.A.	—	N.A.	—	211,744	17.77	N.A.	—	N.A.	—
Chevette	104,482	61.60	23,217	13.70	12,253	7.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	57,886	26.50	44,721	20.50	65,805	30.10	N.A.	—	N.A.	—	21,591	9.90	N.A.	—	N.A.	—
Celebrity	19,172	18.10	25,739	24.30	44,911	42.40	N.A.	—	N.A.	—	11,016	10.40	N.A.	—	N.A.	—
Camaro	10,786	7.00	4,031	2.60	43,367	28.10	N.A.	—	N.A.	—	74,220	48.10	N.A.	—	N.A.	—
Citation	45,560	49.40	14,127	15.30	20,993	22.80	N.A.	—	N.A.	—	4,521	4.90	N.A.	—	N.A.	—
Malibu	37,977	32.30	11,545	9.80	38,635	32.90	N.A.	—	N.A.	—	7,010	6.00	N.A.	—	N.A.	—
Monte Carlo	10,637	11.00	4,782	5.00	42,214	43.80	N.A.	—	N.A.	—	24,383	25.30	N.A.	—	N.A.	—
Chevrolet	29,233	13.20	17,486	7.90	92,531	41.90	N.A.	—	N.A.	—	52,906	24.00	N.A.	—	N.A.	—
*Corvette	N.A.	—	N.A.	—	301	1.80	N.A.	—	N.A.	—	16,097	97.06	N.A.	—	N.A.	—
Oldsmobile Division																
Omega	53,067	5.79	N.A.	—	493,191	52.72	N.A.	—	N.A.	—	342,563	37.37	4,525	0.49	6,156	0.67
Firenza	14,037	2.60	N.A.	—	32,115	59.60	N.A.	—	N.A.	—	6,914	12.80	N.A.	—	N.A.	—
Cutlass	9,867	24.20	N.A.	—	22,986	56.40	N.A.	—	N.A.	—	7,092	17.40	N.A.	—	N.A.	—
Cutlass/Ciera	12,507	4.60	N.A.	—	163,951	60.30	N.A.	—	N.A.	—	85,102	31.30	N.A.	—	N.A.	—
Oldsmobile	10,183	0.60	N.A.	—	105,090	61.90	N.A.	—	N.A.	—	52,080	30.70	N.A.	—	827	0.50
Toronado	6,473	1.90	N.A.	—	159,049	46.70	N.A.	—	N.A.	—	161,346	47.30	4,525	1.30	4,055	1.20
	N.A.	—	N.A.	—	9,326	23.50	N.A.	—	N.A.	—	30,029	75.80	N.A.	—	1,274	3.20
Pontiac Division																
*6000	64,631	16.69	5,572	1.44	164,259	42.43	N.A.	—	2,570	0.66	101,160	26.13	N.A.	—	N.A.	—
1000	5,932	8.67	N.A.	—	39,754	58.08	N.A.	—	N.A.	—	20,540	30.01	N.A.	—	N.A.	—
1000	21,496	27.38	N.A.	—	13,567	17.32	N.A.	—	N.A.	—	8,754	11.18	N.A.	—	N.A.	—
Firebird	16,947	65.24	3,255	12.53	3,002	12.71	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Phoenix	2,904	3.88	N.A.	—	29,570	39.49	N.A.	—	N.A.	—	34,064	45.49	N.A.	—	N.A.	—
Grand Prix	9,327	33.92	2,317	8.43	11,939	43.42	N.A.	—	2,570	9.35	N.A.	—	N.A.	—	N.A.	—
*Parisienne	2,370	5.90	N.A.	—	22,351	55.65	N.A.	—	N.A.	—	22,511	56.05	N.A.	—	N.A.	—
Bonneville	302	1.73	N.A.	—	10,263	58.83	N.A.	—	N.A.	—	6,106	55.00	N.A.	—	N.A.	—
	5,403	9.93	N.A.	—	33,813	62.14	N.A.	—	N.A.	—	9,185	16.88	N.A.	—	N.A.	—
VOLKSWAGEN																
	N.A.	—	8,226	11.20	5,068	6.90	N.A.	—	N.A.	—	6,904	9.40	N.A.	—	N.A.	—

Suit establishes many 'firsts'

Government and GM square off on X-cars

Continued from Page 8

changes and eventually three of them were made in running changes or in partial recalls.

Now, said Maloney, the government wants these changes for all owners of '80 X-body cars "immediately" because they pose a "grave danger." The government also claimed GM knew of the problems that developed over time—for example, the 40-percent reduction of output from the front brakes after 5,000 miles.

Besides, said Maloney, when the government asked GM for data in May, 1980, Buick engineers recommended a change in the proportioning valve and also brake lining and brake drums, but GM addressed only the proportioning valve and continued to do so for its partial initial recall.

Maloney cited other instances of GM's failure to respond fully although its division engineers had data. Thus, said Maloney, GM's "credibility" is at issue.

Moreover, he added, GM knew of the potential for loss of control, hence its two early and partial recalls. GM also knew, said the government, of developing problems over use and the sporadic nature of the problem both from its consumer complaints and its own engineers.

The government, which alleged 13 fatalities and 75 injuries among its thousands of consumer complaints, plans to start with testimony of 13 consumers. Its chief witness will be Robert Hellmuth, head of defect evaluation and the man who has read all the GM documents.

It will also use Dr. Keith Brewer, an expert in vehicle dynamics, who has been working on possible harmonization of American and European brake standards and who will say the '80 X-bodies "stuck out like a sore thumb" because of bias toward rear brakes—more dangerous than front-wheel lockup.

It will also call George Parker, NHTSA associate administrator for enforcement, to speak on brake design especially for lightly loaded vehicles, and Dr.

James Hedlund, a NHTSA statistician, to rebut GM's testimony on real world data from Failure Analysis.

The government will also use two persons from the University of Michigan's Highway Safety Research Institute (HSRI) and one Canadian expert on anti-skid.

GM will have its accident data specialists and Robert J. Eaton, vice president in charge of advanced engineering. The evidence will show the "kids still let grandma drive her car and she's still doing it..."

GM is questioning the propriety of a government video tape on grounds that the car was mechanically set to brake itself and the driver was told not to steer.

But while GM noted that Standard 105 allows wheel lock-up, GM does not mention that it also uses the standard operating test procedure—ability to stop in a straight line with no steering.

Government engineers explain that the no-steering and mechanical brake provisions are intended to make the test as objective as possible by removing all driver variability.

Finally, GM addressed a peripheral issue which may or may not come up at the trial—GM's failure to use the government HOTLINE number in its recall letter.

GM said the regulation is invalid because there was no public comment period, but in any case, the government had adopted a "nonenforcement policy" toward other companies which had sent out 79 letters not mentioning the HOTLINE number.

IMPORT INVENTORIES

	Mar. 1, 1984	Feb. 1, 1984	Mar. 1, 1983
Honda	19	18	22
Isuzu	32	60	109
Mazda	21	18	46
Mitsubishi	18	29	84
Nissan	22	22	42
Subaru	27	28	30
Toyota	9	10	19
Chrysler	64	48	77
JAPANESE MODELS	21	20	34
Audi	26	28	119
BMW	68	76	34
Mercedes-Benz	28	30	25
Porsche	25	17	27
Volkswagen	91	74	84
GERMAN MODELS	56	51	61
Alfa Romeo	24	32	138
Jaguar	14	17	26
Peugeot	51	50	136
Renault	219	112	287
Saab	51	33	50
Volvo	51	42	42
OTHER MODELS	41	45	95
TOTAL IMPORTED CARS	29	26	41
Isuzu	92	107	232
Mazda	18	21	74
Mitsubishi	25	37	111
Nissan	49	56	66
Toyota	28	35	52
Chrysler	60	82	72
TOTAL IMPORTED TRUCKS	34	45	83
TOTAL IMPORTED VEHICLES	30	30	47

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources, Inc.

(Thousands of Units)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW-CAR REGISTRATIONS								
Western Europe	10,460	10,514	10,861	10,931	11,113	11,308	11,504	11,738
% Change	4.2	0.5	3.3	0.6	1.7	1.8	1.7	2.0
North America	10,020	11,168	11,642	11,730	11,867	12,198	12,568	12,895
% Change	15.3	11.5	4.2	0.8	1.2	2.8	3.0	2.6
Japan	3,126	3,227	3,307	3,406	3,321	3,411	3,510	3,611
% Change	2.9	3.2	2.5	3.0	-2.5	2.7	2.9	2.9
CAR PRODUCTION								
Western Europe	11,104	11,125	11,387	11,298	11,414	11,575	11,759	11,976
% Change	8.4	0.2	2.4	0.8	1.0	1.4	1.6	1.8
U. S.	6,821	7,668	7,703	7,615	7,625	7,643	7,788	7,881
% Change	37.1	12.4	0.5	-1.1	0.1	0.2	1.9	1.2
Japan	7,152	7,410	7,640	7,735	7,689	7,858	8,051	8,239
% Change	3.8	3.6	3.1	1.2	-0.6	2.2	2.5	2.3
NEW-TRUCK REGISTRATIONS								
Western Europe	1,083	1,067	1,109	1,133	1,154	1,179	1,196	1,196
% Change	2.1	-1.5	3.9	2.2	1.9	2.2	1.4	0
U. S.	3,129	3,792	3,941	4,061	4,101	4,271	4,467	4,629
% Change	22.3	21.2	3.9	3.0	1.0	4.1	4.6	3.6
TRUCK PRODUCTION								
Western Europe	1,282	1,288	1,338	1,395	1,423	1,461	1,487	1,492
% Change	-0.7	0.5	3.9	4.3	2.0	2.7	1.8	0.3
N. Amer. Light Trucks	2,688	3,339	3,413	3,592	4,033	3,766	3,966	4,117
% Change	N.A.	24.2	2.2	5.2	12.3	-6.6	5.3	3.8

Japan to increase kit exports, regain crown in '80s

U.S. to reign as output king—briefly

Continued from Page 1

chunk of those kits will be assembled.

In fact, Lawson predicted 35 to 40 percent of those 1.8 million Japanese kits will be assembled in the U. S. by 1990. Another 30 percent or so will be built in Europe, Australia and other developed nations, and the remaining 30 to 35 percent assembled in developing nations.

"The conventional wisdom would be that these kits would go to developing countries because they have insufficient manufacturing infrastructure to build vehicles themselves," Lawson said. "Paradoxically enough, they are going to developed countries, especially the U. S."

Honda, for example, is expected to be assembling 300,000 to 350,000 cars annually in the U. S. by 1990. Toyota and General Motors will add 200,000 when (if) their joint venture begins. Nissan will probably be building cars as well as trucks in the U. S. by 1990, Lawson said.

The U. S. is far more attractive than Europe to the Japanese because the U. S. is more likely to allow local assembly, Lawson said.

He pointed to Nissan's on-and-off-and-on again plans to assemble cars in Great Britain. In order to make UK assembly worthwhile, 200,000 units a year should be built, he said.

But in order to find a market for that many cars, Nissan would have to send some of its products to the continent.

"There they could run afoul of European protectionism and nationalism," Lawson said.

France and Italy likely would not accept the cars as British because of their high Japanese content, he said.

"It is not at all clear that Nissan will be able to obtain access to those markets," he said.

There's another reason to aim at the North American market: The car market is expected to grow nearly 3 percent a year through 1990, compared with annual growth rates of 2 percent in Japan and Europe.

By 1990, U. S. car sales are expected to reach 11.76 million; North American sales, 12.90 million. The Japanese market is expected to grow from last year's 3.13 million to 3.61 million. And Western European auto sales will go from the 1983 total of

10.46 million to 11.74 million in 1990.

"The spectacular growth in the Japanese market has come to a close," Lawson said.

Increases in the driving-age population and in the number of women drivers will push Japanese new-car sales up slightly.

But several factors will cap sales.

First of all, much of the growth will come from second cars in two-car families. These will be driven only short distances, so used cars will be perfectly acceptable.

Second, Japan's car fleet is relatively young, so replacement demand is low. Finally, the small size of the Japanese islands will limit the number of cars that can be accommodated without major road-building projects, Lawson said.

In 1990, Japan will have 370 cars for every 1,000 people of driving age. Today in the U. S., there are already 612 cars per 1,000 drivers.

That slow growth in the Japanese home market is one reason Japanese makers are expected to see their profits diminish in mid-decade. Competition at home is already cut-throat, with profit margins squeezed nearly to the point of red ink.

But when the expected recession and high yen values hit, the cushion provided by foreign profits will be much thinner. Local assembly will have eroded Japanese profits even more.

Lawson said he expects the value of the yen to rise from the 1983 average of 236 per dollar to 162 per dollar at the end of the decade. And that would cause the Japanese auto makers, which have heavy debt loads, to restructure.

"There won't be fewer names (companies) around, but there will have to be moves to cut costs in the industry," Lawson said. "For example, they won't be able to finance their current R&D levels," and instead will have to do more joint development work.

Cars are assembled in the U. S. But even if 700,000 Japanese cars are assembled in the U. S.

Alpen expands

WEST LIBERTY, Ia. — Ron Alpen and Joe Stiff are co-owners of a new satellite dealership of Ron Alpen Ford, Inc., Durant.

in 1990, it won't be enough to make the U. S. the world's biggest car producer.

Until the Japanese took the world's car production crown in 1980, it had belonged to the U. S.

This year's forecasted U. S. auto production of 7.67 million units will make the U. S. the leader again, as the Japanese produce 7.41 million.

The U. S. should retain its No. One spot next year, producing 7.70 million cars compared with Japan's 7.64 million.

But Japan is expected to regain the lead in 1987 with production of 7.69 million, compared with 7.63 million for U. S. makers. The Automotive News World Outlook calls for Japan to widen its lead through 1990.

The fate of the Japanese truck makers parallels that of the country's car makers, with one exception: Japanese exporters of medium and heavy-duty trucks don't have a giant manufacturing lead on U. S. and European truck makers, Lawson said.

So the Hinos, Isuzus and Nissans that are making their way into the U. S. and Europe won't have quite the same cost advantages that the Japanese car makers enjoy outside their home market.

Depressed economies in the Mideast and Africa have slowed Japanese truck export growth. Japanese truck makers are setting up shop in those countries, which have long been the bastions of European truck makers.

When those markets rebound in the late 1980s, the Japanese will come out stronger than the Europeans, Lawson predicted.

But from 1983 through 1988, truck sales in Japan are expected to stay flat, at or below the 2.2 million mark, as the Japanese economy is hit by recession.

The forecast calls for the Japanese economy to rebound and take truck sales with it in 1988, bringing the total to 2.6 million in 1990.

In the same 1983-1990 period in which the Japanese truck market is expected to rise a total of only 18 percent, U. S. truck sales are expected to grow 48 percent — 46 percent growth for light trucks and 93 percent for the mediums and heavies.

Minitrucks will be the only trucks to fare well in that time frame in Japan, Lawson said.

Import stocks move higher to 29-day supply

Continued from Page 1

94, and Dodge Conquest/Challenger, 114.

West German-made cars in inventory March 1 totaled 62,374, a 56-day supply, compared with 53,288 a month earlier, a 50-day stock.

German nameplates and their March 1 days-supply figures were: Porsche, 25; Audi, 26; Mercedes-Benz, 28; BMW, 68, and Volkswagen, 91. In addition, VW had an 88-day supply of U. S.-built Rabbits.

Days-supply figures for other European lines included: Jaguar, 14; Alfa Romeo, 24; Volvo, 51; Saab, 51; Peugeot, 51, and Renault, 219.

Days-supply figures for imported pickup trucks March 1 were: Mazda, 18; Mitsubishi, 25; Toyota, 28; Nissan, 40; Chrysler/Mitsubishi, 60, and Isuzu, 92.

But week's output falls by 2,000 cars

19 auto plants schedule overtime

By Joe Wilssens
Staff Writer

With 19 domestic auto assembly plants working extra hours last week, U. S. auto makers slated production of 179,722 units, down 1.20 percent from the prior week's output of 181,909.

Last week's total was a healthy 38.61 percent improvement over the 129,657 produced in the year-ago week.

The 1984 production total climbed to 1,815,063 units, up

42.97 percent from 1,269,562 autos built in the comparable period last year.

Breakdown for the week by company was: General Motors, 56.71 percent; Ford Motor Co., 22.31 percent; Chrysler Corp., 15.61 percent; American Motors, 2.67 percent; Honda, 1.39 percent; and Volkswagen of America, 1.31 percent.

Facilities working two Saturday (March 17) overtime shifts at GM were Flint (B, D and G lines), Detroit, Arlington (Tex.),

Doraville (Ga.), Lordstown (O.) and Oklahoma City.

Eight Ford facilities put in extra daily hours. They were: Atlanta, Chicago, Edison (N. J.), Kansas City, Lorain (O.), St. Louis, Wayne (Mich.) and Wixom (Mich.).

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts while Jefferson (Detroit) worked two 8½-hour daily shifts. All five plants were scheduled to work two 8-hour Saturday shifts.

Truck production continues strong; 63,582 assembled

Domestic truck production last week remained at about the same level as the previous week.

The truck makers slated assembly of 63,582 units, down 522 from the previous week's 64,404. The output led the year-ago tally of 45,649 by 39.29 percent.

Extra hours were worked at 10 truck plants last week.

At General Motors, Lordstown (O.) worked two Saturday (March 17) shifts while the Detroit truck and bus plant added one Saturday shift.

Ford Motor Co. scheduled extra daily hours at all six of its truck plants.

Nissan's Smyrna (Tenn.) facility continued to work additional daily hours last week. The extra daily production will continue through March.

Chrysler Corp. scheduled two nine-hour daily shifts at its Warren (Mich.) facility.

Canadian makers steady for week with 23,336 cars

Canadian auto makers slated production of 23,336 units last week, 37 less than the previous week's 23,373 and 1.33 percent better than 23,029 assembled in the year-ago week.

So far this year, the manufacturers have built 233,128 cars, leading the 1983 total of 202,247 by 15.27 percent.

Truck production last week was targeted at 12,483, down 187 units from the previous week's 12,650 and 14.85 percent better than the 10,869 trucks built in the year-ago week.

American Motors' Brampton (Ont.) facility was down last week for inventory adjustment.

Chrysler Corp. estimated production of 2,364 Dodge Caravans, 2,196 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 44,816.

Japanese group picks Kansas City for headquarters

JEFFERSON CITY, Mo. — Missouri Gov. Christopher Bond has announced the selection of Kansas City as the site of the first U.S. office of the Japan Chamber of Commerce and Industry (JCCI), representing 479 local chambers.

JCCI is associated with the Ministry of International Trade

U. S. CAR PRODUCTION

	Week Ended March 17, 1984	Week Ended March 19, 1983	Week Ended March 10, 1984	March to Date	Jan. 1 to March 19, 1983	Jan. 1 to March 17, 1984
AMERICAN MOTORS.....	4,800	3,305	4,688	9,488	38,147	41,257
AMC Total.....					4,071	4,071
Eagle.....						4,071
Renault Total.....	4,800	3,305	4,688	9,488	34,076	41,257
Alliance.....	2,750	3,305	2,569	5,319	34,076	21,281
Encore.....	2,050		1,119	4,169		19,976
CHRYSLER CORP.....	28,050	18,657	26,161	64,755	156,778	279,634
Plymouth Total.....	8,250	7,385	8,060	19,026	58,813	83,489
Horizon.....	3,300	2,601	3,514	8,043	18,189	34,736
Reliant.....	4,500	4,731	3,941	9,766	39,984	44,556
Caravelle.....	150	53	165	386	640	1,812
Gran Fury.....	300		440	831		3,330
Chrysler Total.....	9,700	4,268	9,998	22,016	35,022	90,853
LeBaron.....	2,700	1,932	2,667	6,168	17,391	27,709
Laser.....	1,700		1,869	3,910		16,997
Chrysler E-Class.....	2,400	2,336	2,071	5,265	17,631	22,520
Fifth Avenue.....	2,900		3,091	6,673		23,627
Dodge Total.....	10,100	7,004	10,403	23,713	62,943	105,292
Omni.....	3,400	1,865	3,469	7,929	19,479	31,813
Aries.....	3,300	3,423	3,096	7,554	28,615	35,575
Daytona.....	900		1,285	2,488		13,796
Dodge 400.....		738			5,905	
Dodge 600.....	1,700	978	1,686	3,868	8,944	17,797
Diplomat.....	800		867	1,874		6,311
FORD MOTOR.....	40,094	31,164	38,774	94,606	293,119	369,370
Ford Division.....	26,083	21,277	26,133	62,987	191,098	246,582
Escort.....	8,148	7,501	7,709	19,184	53,110	75,976
Fairmont.....					23,728	
Mustang.....	2,906	3,754	2,862	6,929	25,717	27,343
LTD.....	5,096	3,020	4,692	11,733	37,740	52,247
Thunderbird.....	3,628	4,610	4,030	9,285	32,711	37,417
Crown Victoria.....	1,776	2,211	2,030	4,618	17,169	18,223
EXP.....	640	181	618	1,510	923	7,262
Tempo.....	3,889		4,192	9,728		28,114
L-M Division.....	14,011	9,887	12,641	31,619	102,021	122,788
Mercury Total.....	9,835	7,514	9,042	22,406	78,253	87,231
Lynx.....	1,605	1,451	1,582	3,791	13,111	15,493
Capri.....	349	350	385	877	4,890	3,761
Zephyr.....					8,601	
Marquis.....	2,099	1,635	2,281	5,229	12,909	21,098
Cougar.....	2,742	1,994	2,167	5,788	12,808	18,847
Grand Marquis.....	1,835	2,038	1,599	4,072	25,666	19,696
LN7.....					268	
Topaz.....	1,205		1,028	2,649		8,336
Lincoln Total.....	4,176	2,373	3,599	9,213	23,768	35,557
Continental.....	764	476	659	1,687	4,745	6,531
Lincoln.....	2,611	1,117	2,249	5,759	10,541	19,061
Mark VI/VII.....	801	780	691	1,767	8,482	9,965
GENERAL MOTORS.....	101,928	74,039	105,066	243,838	756,291	1,074,322
Buick Division.....	21,191	16,035	20,940	50,881	181,713	231,102
Skyline.....	1,865	1,556	2,389	5,143	21,480	21,713
Skyhawk.....	3,335	1,229	3,918	8,785	15,486	36,599
Century.....	5,114	3,238	4,249	11,439	33,594	49,987
Regal.....	4,770	4,173	4,650	11,261	53,602	50,332
Buick.....	4,784	5,050	4,473	11,277	49,672	57,743
Riviera.....	1,115	789	1,185	2,692	7,879	12,951
Electra (fwd).....	208		76	284		1,777
Cadillac Division.....	7,565	6,614	7,558	17,750	75,453	74,227
Cimarron.....	325	596	428	895	5,830	4,769
Seville.....	855	690	905	2,079	8,016	8,767
Eldorado.....	1,535	1,546	1,629	3,718	17,271	16,106
Cadillac.....	4,218	3,782	4,240	9,570	44,336	42,313
DeVille (fwd).....	632		356	988		2,272
Chevrolet Division.....	33,673	23,981	33,918	79,641	219,405	365,673
Chevette.....	4,840	4,672	4,902	11,677	44,485	48,071
Cavalier.....	8,291	5,344	9,079	19,872	40,509	90,070
Celebrity.....	5,997	1,478	6,379	14,652	12,221	66,005
Camaro.....	5,234	3,453	5,255	12,494	37,802	57,985
Citation.....	2,853	2,470	1,849	5,357	25,006	21,372
Malibu/El Camino.....	880	2,961	817	1,948	28,943	7,202
Monte Carlo.....	2,764	2,043	2,779	6,831	18,095	41,410
Chevrolet.....	2,114	952	2,234	5,237	9,803	25,847
Corvette.....	700	608	624	1,573	2,541	7,711
Oldsmobile Division.....	27,307	19,336	30,622	68,008	203,249	282,170
Omega.....	1,265	1,017	1,386	3,120	15,978	11,243
Firenza.....	1,435	970	1,614	3,695	8,507	15,991
Cutlass Supreme.....	8,180	6,071	8,789	19,971	59,183	84,011
Cutlassiera.....	6,559	2,951	6,116	14,994	34,554	57,835
Oldsmobile.....	8,421	7,474	11,544	23,290	76,077	101,369
Olds 98 (fwd).....	512		181	693		2,029
Toronado.....	935	853	992	2,245	8,950	9,692
Pontiac Division.....	12,192	8,073	12,028	28,058	76,471	121,150
Acadian.....	250	401	275	602	3,613	3,385
2000 Sunbird.....	3,512	1,891	3,623	8,067	17,954	32,657
1000.....	855	979	665	1,807	9,465	8,726
Firebird.....	2,233	2,151	2,174	5,248	18,212	24,431
Phoenix.....	402	595	329	825	6,584	3,531
G. Prix/Bonneville.....	1,800	2,056	1,802	4,226	20,643	16,499
Parisienne.....	440		534	1,150		5,182
Fiero.....	2,700		2,622	6,133		26,739
HONDA.....	2,500	637	2,880	6,136	4,798	24,899
VOLKSWAGEN.....	2,350	1,855	2,340	5,632	20,429	25,581
Total Cars, U. S.	179,722	129,657	181,909	424,455	1,269,562	1,815,063
Total Cars, Canada.....	23,336	23,029	23,373	54,085	202,247	233,128
N. American Cars.....	203,058	152,686	205,282	478,540	1,471,809	2,048,191
N. American Trucks.....	76,065	56,518	77,054	181,812	538,030	830,697
North American Cars and Trucks.....	279,123	209,204	282,326	660,352	2,009,839	2,878,888

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Computer age has arrived for ads, Edsel Ford says

Continued from Page 1

Hispanics are some of the groups his company is trying to attract. "We're trying to at-

Volvo Canada recalls 1,900 cars

WILLOWDALE, Ont.—Volvo Canada, Ltd., has announced two recall campaigns affecting approximately 1,900 cars in Canada.

Turbocharged GLT models built from 1983 to 1984 will be recalled to reroute an alternator wire which, as originally positioned, could be pushed into contact with the turbo heat shield during servicing, shorting the wire and melting or burning the wiring harness. Approximately 1,400 cars in Canada are involved.

About 490 Volvo 760-GLEs of the 1983 model year are being recalled for the correction of a brake warning valve design which could result in a loss of brake fluid without the warning light coming on. Correction consists of replacement of the valve end plugs or, if leakage has occurred, replacement of the entire valve assembly.

tract some of the more influential contemporary groups," he said.

"We now have unique and creative Hispanic TV commercials and this is a first for the auto industry," he said. These commercials will be aired in cities like San Antonio, Miami and Los Angeles, he added.

Ford also said, "We have hired an excellent black ad agency in Chicago. It's Burrell. We have asked them to create unique TV commercials for the black market."

Ford said his company listens carefully to women and added, "There is a women's committee in Dearborn which reviews our products. We're building our products to appeal to women drivers."

Asked about his future at Ford Motor Co., Ford said, "I really don't have time to think about that right now. I very much enjoy my current career path since I consider myself to be a good marketing person and love to be with dealers. If I had my druthers, I'd make my career in sales and marketing."

CANADIAN CAR PRODUCTION

	Week Ended March 17, 1984	Week Ended March 19, 1983	Week Ended March 10, 1984	March to Date	Jan. 1 to March 19, 1983	Jan. 1 to March 17, 1984
AMERICAN MOTORS.....	698		608	799	6,480	5,837
CHRYSLER CORP.....	4,893				46,410	
FORD MOTOR.....	9,600	5,245	8,644	21,111	39,214	82,968
GENERAL MOTORS.....	13,511	11,968	13,896	31,630	107,713	141,945
VOLVO.....	225	225		545	2,430	2,378
Total Cars, Canada.....	23,336	23,029	23,373	54,085	202,247	233,128

TRUCK PRODUCTION IN U. S.†

	Week Ended March 17, 1984	Week Ended March 19, 1983	Week Ended March 10, 1984	March to Date	Jan. 1 to March 19, 1983	Jan. 1 to March 17, 1984
CHEVROLET.....	19,279	14,276	20,364	46,383	153,107	213,268
DODGE.....	4,200	3,233	4,144	9,852	25,581	44,685
FORD.....	25,619	18,858	24,738	60,111	173,162	252,944
GMC.....	6,576	5,683	7,328	16,088	49,400	67,977
INTERNATIONAL.....	1,558	1,038	1,459	3,491	9,806	15,023
VOLKSWAGEN.....		204			652	
JEEP.....	3,500	1,307	3,508	8,176	12,488	37,444
NISSAN.....	1,800		1,813	4,500	20,634	
AM GENERAL.....	50*	50*	50*	120*	550*	540*
MISCELLANEOUS.....	1,000*	1,000*	1,000*	2,400*	11,000*	10,800*
Total Trucks, U. S.	63,582	45,649	64,404	151,121	435,746	663,315

CANADIAN TRUCK PRODUCTION

	Week Ended March 17, 1984	Week Ended March 19, 1983	Week Ended March 10, 1984	March to Date	Jan. 1 to March 19, 1983	Jan. 1 to March 17, 1984
CHRYSLER CORP.	2,652	2,702	2,677	7,917	28,910	63,427
FORD MOTOR	3,360	3,456	3,450	7,761	25,455	35,504
GENERAL MOTORS	6,326	4,446	6,375	14,673	46,831	66,940
INTERNATIONAL	145	265	148	340	1,088	1,511
Total Trucks, Canada	12,483	10,869	12,650	30,691	102,284	167,382
N. American Trucks	76,065	56,518	77,054	181,812	538,030	830,692

Automotive News

March 26, 1984

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59th year—\$40 per year, \$1.00 per copy

Chrysler bares '85 H-bodies at fleet affair

LOS ANGELES.—Fleet managers were given a sneak preview of Chrysler Corp.'s upcoming H-bodies during the National Assn. of Fleet Administrators' convention here last week.

Called Dodge Lancer and Chrysler Commander, the cars will bow in 1985 and will be positioned against General Motors' A-cars and Ford Motor Co.'s LTD/Marquis series. The Dodge entry will be pitted against Chevrolet Celebrity/Pontiac 6000 and LTD/Marquis. The higher line Chrysler will go against Oldsmobile Cutlass Ciera and Buick Century and LTD Brougham/Marquis Brougham.

The new H-body rides on a 103.1-inch wheelbase and is powered by Chrysler's 2.2-liter, four-cylinder engine. Turbocharged versions of the engine featuring port injection will be optional in both lines.

The car will be offered in one body style only, a five-door hatchback, although the hatch is notched so that the car looks more like a traditional sedan. Standard equipment includes a five-speed manual transaxle, power steering, AM/FM stereo radio with four speakers, full instrumentation and power front disk/rear drum brakes.

The front-wheel-drive car has an overall length of 180.4 inches, width of 68.5 inches and curb weight of approximately 2,700 pounds. Cargo volume is 19.3 cubic feet with the rear seat up and 40.7 cubic feet with the seat folded down. The fuel tank holds 14 gallons.

High-line versions of the Dodge will be designated Lancer ES, while the Chrysler models will carry the Commander LS nameplate.

Chrysler's new H-body



Five-door hatchback due in 1985

Chrysler Corp. unveiled its H-body Dodge Lancer and Chrysler Commander last week at National Assn. of Fleet Administrators' convention in Los Angeles. The new H is powered by a 2.2-liter four, with turbocharging and port injection optional. Wheelbase is 103.1 inches. The five-door hatchback will bow as a 1985 model.

Suit could involve \$1 billion

Class action filed on X-car brakes

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A class action — potentially involving as much as \$1 billion — against General Motors over allegedly defective brakes in some 1.1 million 1980 X-body cars has been filed in Federal District Court here.

Judge Thomas P. Jackson, the same judge now sitting in the pending trial between the government and GM over the '80 GM X-body alleged safety defect, has been assigned to this private class action.

In addition, plaintiffs from an earlier class action involving the same issues and filed against GM in Savannah, Ga., may be added to the case here after being dismissed in the Georgia court.

GM's chief lawyer, Thomas A. Gottschalk, responding to news of the new class action,

said: "By the time we have completed our presentation in this case, X-car owners will be assured that the cars are among the safest on the road."

GM blames NHTSA and the Center for Auto Safety for the adverse publicity, according to Gottschalk.

"Ironically, it is the publicity generated by NHTSA that caused the damage to the X-car's reputation in the first place," he said.

"The law does not permit recovery for self-inflicted wounds," Gottschalk added. "In this case, the Center for Auto Safety is the one who inflicted the damage by stimulating the headlines that blemished the X-car's reputation. It is like Ralph Nader suing for damages he suffered due to the bad publicity his Corvair received."

The private class action, known as Joseph A. Alberti, et al. v. GM, was filed by Arnold and Porter, one of Washington's most prestigious law firms. It names 127 plaintiffs from various states who bought a new X-body car.

The class action filed in Savannah last Aug. 5 — where the class had not yet been certified and where GM was contesting jurisdiction — is now being transferred to the District of Columbia where its attorney, Guerry R. Thorton Jr., feels it will have a better chance.

The Arnold and Porter class action charges GM with "willful and deceitful breaches of its written warranties and implied warranties of merchantability and fitness" in selling the X-bodies in violation of the Magnuson-Moss Act.

Because of a "fundamental design defect," said the complaint, the rear-wheel brakes tend to lock up prematurely "causing or risking the loss of control of the vehicle."

The "design defect," it said, was known to GM but not disclosed at the time of purchase and thereafter GM and its representatives "affirmatively concealed" it for several years.

U.S. model count climbs to 305 as GM C-cars bow

By John K. Teahen Jr.
Managing Editor

Buoyed by mid-year introductions, the number of models offered by domestic auto makers has again crept above 300.

An AUTOMOTIVE NEWS tabulation finds that 305 built-in-America cars will be in the showrooms for the spring selling season. That's up a bit from the 298 at the end of the 1983 campaign.

Two years ago, the domestic manufacturers had 307 selec-

tions. That is the only other time since 1975 that the total has exceeded 300.

The current 305 choices compare with 288 at the beginning of the 1984 model year last fall, and General Motors is responsible for nearly all of the increase.

GM has added 13 models. They are the long-awaited and much-delayed front-wheel-drive C-body cars from Buick, Oldsmobile and Cadillac. They were supposed to arrive last fall, but a variety of quality and production problems have kept them off the market until the now-firm date of April 5.

Joining the lineup on that date will be six Buick Electra and Electra Park Avenue selections, four Oldsmobile Ninety-Eight Regency and Regency Brougham choices, a pair of Cadillac DeVilles and a Cadillac Brougham.

Also new to the scene since last fall are a Mercury Lynx

Continued on Page 65, Col. 1

MODELS: 1942-1984

Number of models offered by U.S. auto makers, 1942 to 1984:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	260	1981	278
1962	296	1982	307
1963	336	1983	298
1964	336	1984	305

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Smaller Cadillac



DeVille goes front-wheel drive

Cadillac's downsized, front-wheel-drive Coupe DeVille is set to go on sale April 5. At 195 inches overall, the new model is 26 inches shorter than its rear-drive predecessor. Wheelbase, which is 110.8 inches, has been cut 10.7 inches. Stories and other pictures on Page 64.

breaking news

Plymouth Caravelle to succeed Chrysler E Class

LOS ANGELES.—Chrysler Corp. will replace the Chrysler E Class sedan in the 1985 lineup with a lower priced Plymouth model called the Caravelle, which will be marketed as a sister model to the Dodge 600. The company will continue to position the FWD New Yorker in the spot vacated by the E Class model.

Porsche family ponders stock buyout

STUTTGART, West Germany. — As AUTOMOTIVE NEWS went to press, it appeared that Porsche family members who own Porsche AG were prepared to make a decision on whether to buy the 9.5-percent interest in the company held by Louise Piech, granddaughter of the founder. The holding is valued at about \$40 million, and the family has the

\$75-million deficit for '83

GM reports red ink for non-auto operations

By Kathleen Hamilton
Financial Editor

General Motors sprinkled its annual report with historic photos and line drawings appropriate for a company that celebrated its 75th anniversary in 1983, but there's little doubt that stockholders will enjoy at least as much the gray figures that showed record sales and earnings.

The annual reports are being mailed to 984,000 shareholders in preparation for the annual meeting, to be held at 9 a.m. Friday, May 25, in the Fisher Theater, across the street from GM headquarters in Detroit.

The annual report shows GM lost money on its non-automotive operations for the second year in a row. Back in 1981, all GM's profit came from its non-automotive operations.

Last year, GM lost about \$75 million on its non-automotive operations, compared with about \$10 million in 1982.

Non-automotive sales accounted for 4 percent of sales last year, or about \$3 billion.

In 1982, GM's non-automotive sales were \$3.6 billion, or 6 percent of total sales.

The annual report also showed GM lost about \$336 million overseas last year, compared with about \$77 million in 1982 and \$326 million in 1981. Overseas sales last year accounted for 13 percent of GM's total sales, or \$10 billion. That

was about the same as in the two prior years.

Of \$4.01 billion in capital spending last year, 78 percent was made in the U.S., 7 percent in Canada and 15 percent overseas. In 1982, capital spending of \$6.21 billion was split this way: 73 percent in the U.S., 5 percent in Canada and 22 percent overseas.

Management said it anticipates capital spending of about \$6 billion this year.

In their letter to stockholders, Chairman Roger B. Smith and President F. James McDonald said GM's earnings level "remains below the level of capital generation required for successful operations over the long term."

They cited 1983 earnings equal to 5 percent of sales, comparing it with the 10-percent rate of the early 1960s. Nevertheless, the 1983 ratio was a significant improvement over earnings that equaled 1.6 percent of sales in 1982 and 0.5 percent of sales in 1981.

GM generated enough cash last year to reduce its long-term debt by \$1.31 billion, bringing the year-end level to \$3.14 billion.

GM also had enough money to tell GMAC to delay \$2.56 billion worth of floorplan payments at year's end. The effect was to allow GMAC to borrow from the parent company rather than from outside sources.

Firestone to divest business of steel, foam, restraints

AKRON. — At a meeting after the company's annual meeting here, Firestone Tire & Rubber Co. directors approved a plan to divest the corporation's steel products, foam products and passenger - restraint - systems businesses.

Firestone Steel Products Co. has sales that currently approximate \$230 million annually. It has headquarters in Henderson, Ky., and manufactures medium- and heavy-duty truck wheels and rims.

Foam products' sales currently approximate \$100 million annually. That activity produces polyurethane foam for sale in the automotive and housing industries. It is based in East Providence, R.I.

Passenger - restraint systems

are manufactured by Firestone Industrial Products Co. with headquarters in Washington, Mich. Restraint-systems sales currently approximate \$120 million annually.

Firestone single-ply roofing, air springs, tank trucks and molded products are not affected by the divestiture plan.

• Firestone's directors also authorized the open market purchase of an additional 5 million shares of Firestone's common stock. The board previously had authorized two 5-million-share purchase programs under which 8.8 million shares have been purchased to date.

Firestone's directors elected Leon R. Brodeur and Jay H. Rosenson vice chairmen of the corporation.

Brodeur has been president of the company and Rosenson has been an executive vice president of the corporation and president of Firestone's corporate development group, which has been disbanded.

In his new post, Brodeur will be responsible for the world tire group and for Firestone Industrial Products Co.

Until their divestiture, Firestone Steel Products and Foam Products activities will report to Rosenson as will the sales and service group, which previously had been designated the sales and marketing operations group.

John J. Nevin, chairman and chief executive officer, is assuming the additional title of president.

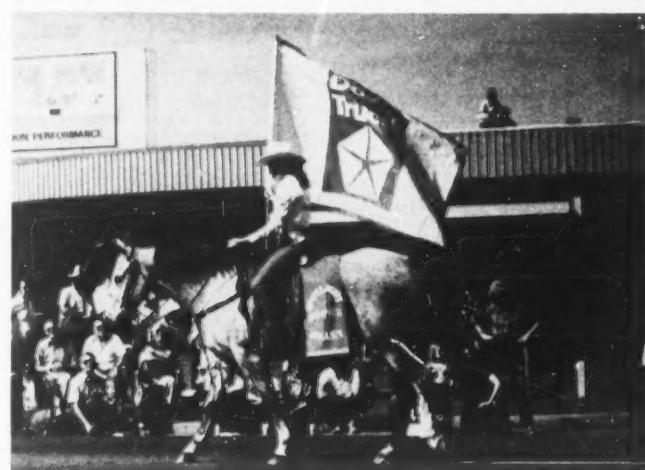
GM's computations on the effects of inflation show its 1983 record sales of \$74.58 billion would be worth only \$24.99 billion in constant (1967) dollars. If that were the case, 1979 sales — reported at \$66.31 billion — would have topped last year's performance. They were worth \$30.50 billion in constant dollars.

A similar discounting of last year's record profits of \$3.73 billion would have occurred. GM pegged actual value at \$1.20 billion, in which case 1978 profits would have been better: Reported at \$3.51 billion but worth \$1.38 billion in constant dollars.

GM employed an average of 691,000 persons last year, compared with 657,000 in 1982.

Michigan Blue Cross and Blue Shield of Michigan was the corporation's largest single supplier.

GM's pension expenses last year were \$1.71 billion, up from \$1.57 billion in 1982.



Horsing around to sell cars

Spotlight Dodge, Phoenix, advertised via a horse in the Rodeo of Rodeos Parade. More than 100,000 parade watchers saw the horsewoman with her Dodge advertising pass by in addition to more thousands viewing on TV.

Labor document 'drips of jointness,' GM labor VP says

Warren discounts impact of leak

By Michelle Krebs
Staff Writer

ANN ARBOR. — A bargaining document, leaked to the UAW and the press a month ago, should not prompt union members to distrust General Motors, according to GM's chief negotiator.

"I don't know what's in there not to be trusted," said Alfred S. Warren Jr., industrial relations vice president. "It drips of jointness . . . All of those were joint kinds of things."

The document indicates GM's desire to eliminate annual raises and cost-of-living adjustments, replacing them with profit sharing.

The document had been distributed to an October meeting of GM's personnel directors. It chilled the relationship between the union and the auto maker when it made its way into the hands of union members and the press.

However, Warren said at the U.S.-Japan Automotive Industry Conference at the University of Michigan last week, that the document should be viewed as the company's alternatives.

"It's a strategic planning doc-

ument, and it's no different than any other strategic planning document," Warren said.

"People assume that in the people side of business, you don't do strategic planning. You do it in engineering. You do it in design. You do it in sales. Why wouldn't you do it in personnel?"

Warren denied that references made to UAW Vice President Donald F. Ephlin, head of the GM Department, hurt the union leader's standing among UAW members. Some union members said the document implied that GM thought it controlled the UAW by controlling Ephlin.

"I think the attitude a union leader has to be mad at me all the time is probably not too realistic in today's world," Warren countered.

• UAW President Owen Bieber, also speaking at the conference, said the automobile industry will lose 340,000 jobs by 1990 without a strong public policy that includes a domestic-content law.

Bieber acknowledged that even with a domestic-content law, the number of jobs would

drop to 735,000 by the end of the decade. Auto industry jobs today total about 840,000.

"The auto industry's market share and employment may continue to decline," he admitted, "but only slowly and predictably as part of a managed process."

However, without such a law, Bieber predicted the number of jobs would fall to 500,000, about half of the jobs of the 1978 boom year and 200,000 fewer than the 1982 trough.

He estimated that the imports' share of the sales pie would be 40 percent while 20 percent of the parts for vehicles assembled in the U.S. would be from abroad.

"The upper Midwest becomes a vast welfare client and a drain on the nation's resources (without a policy)," he said.

Nevertheless, domestic-content legislation, pending in Congress, faces stiff opposition, particularly from the Reagan Administration.

The legislation, which requires a certain percentage of U.S.-built parts for vehicles sold in this country in large volumes, has been introduced twice in Congress. It has passed the House of Representatives both times, but has yet to be put to a vote in the Senate.

Michael A. Driggs, deputy assistant secretary for Automotive affairs and consumer goods at the U.S. Department of Commerce, warned that protectionist policies would cause new-car prices to rise.

"The consumer never benefits by protectionism," Driggs said.

Driggs also said that the question of voluntary export quotas on Japanese cars shipped to the U.S. remains open, despite Commerce Secretary Malcolm Baldrige's recent statement that quotas should be removed.

The voluntary restraints expire April 1, 1985.

Farmer and Hiller head Chrysler assembly plants

DETROIT.—Forest J. Farmer has been named manager of Chrysler Corp.'s Sterling Heights (Mich.) assembly plant, and Timothy J. Hiller has replaced him as manager of the Newark (Del.) assembly plant.

Hiller formerly was manager of the Clairpointe preproduction plant in Detroit.



Lynx diesel driveaway

More than 200 Lincoln-Mercury dealers and salesmen from the Los Angeles sales district marked the arrival of the first Lynx diesel models in California with a 31-car driveaway program at the Queen Mary/Spruce Goose complex in Long Beach. They heard a presentation on the Lynx diesel's key selling points—including fuel economy ratings of 46 MPG city and 63 MPG highway.

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59th year — No. 5014

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Ogle Design looks to the future

All Tom Karen needs now is \$750,000

By Richard Feast
European Editor

Tom Karen hopes he can succeed now where he failed a decade ago. He believes his Ogle Design firm's Project 2000 is the shape of passenger cars to come.

The vehicle is light, aerodynamic and has good interior space. Above all it is stable at road speed, which a number of current generation low-drag cars are not. Karen has gone for a "single box" shape with square back, arrowhead front and careful attention to underbody airflow.

What Karen needs to take it beyond the model stage is \$750,000. But with the vested interest of in-house design studios, the low esteem for good design in his country and the scant worldwide regard for Britain as a design center to match Italy, his prospects of attracting the finances are poor.

Still, Britain's product design education system is well regarded. The Royal College of Art's auto design courses attract students from around the world —

Europe, the U. S., Japan. Many former students now hold key positions in major auto companies. Carl Olsen, a former Ogle design director and visiting RCA lecturer, is head of Citroen styling.

Ten years ago Karen was banging the gong about another car concept. It was the tall, square-backed look, now in vogue on cars such as Chrysler Voyager, Honda City, Nissan Prairie and Fiat Uno. None is a product of Ogle Design.

This has led to Karen's conviction that while auto makers have talented design people, they are weak at concepts such as Project 2000. In addition, he believes most of today's car interiors are poorly designed.

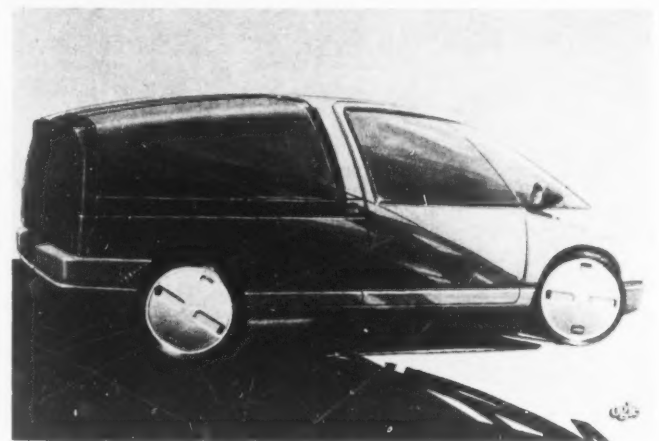
Project 2000 is conceived as a four-seater with front-drive and automatic CVT. The windshield is gently v-shaped in plan form, borrowing from current aircraft practice. In the MIRA wind tunnel, the three-eighths scale model recorded a drag factor of 0.26 without any special treatment of problem areas

such as wheel arches.

The shape is clean, devoid of added-on spoilers and wings. But the main advantage, Ogle believes, is stability. At a 20 degree yaw angle — equivalent to a fairly stiff crosswind at 70-MPH — Project 2000's drag coefficient is less than 0.3. There is little body lift at the front, though back-lift increases to a level closer to that found in contemporary body shapes.

Stability will become more vital, Ogle believes, as car weights come down in pursuit of better fuel economy. The mileage marathon by auto makers already has led to cars with very good drag factors on a head-into-wind basis, but the same cars suffer badly when subjected to side winds.

Ogle has opted for a conventional seat arrangement rather than the lounge layout proposed in some forward-looking designs. Says Karen: "You have to accept that people have become used to the two-plus-two layout during the last 80 years, and no designer is going to make



A sketch of the Ogle Design Project 2000 passenger car which will be shown at the Drive Forward exhibition at the Design Center, London, starting March 28. The four-passenger vehicle has a low drag coefficient, and is said to be extremely stable at high speed. Managing director Tom Karen believes auto makers' obsession with low drag figures is creating cars which are unstable in side winds.

them shift to something less convenient now."

Some of Ogle's sponsorship for Project 2000 has come from Letchworth Carden City Corp., in the Hertfordshire town where the company has been located

for the past 30 years.

Project 2000 will be displayed at Drive Forward, an exhibition of British automotive and aerospace design projects staged at London's Design Center, March 26-May 12.

PRODUCTION OVERSEAS

WEST GERMANY

Cars	12 mos. 1983	12 mos. 1982
BMW	407,507	362,607
Daimler-Benz	483,359	465,503
Ford	547,950	518,440
Opel	934,992	951,456
Porsche	48,288	36,329
VW-Audi Group	1,456,047	1,427,101
Audi	358,213	305,143
Volkswagen	1,097,834	1,121,958
Total	3,877,641	3,761,436

Trucks, buses, vans

Auwärter	847	867
Daimler-Benz	160,676	175,503
Faun	514	794
Iveco-Magirus	10,386	18,082
Kassbohrer	1,978	1,849
MAN	15,848	20,013

Opel	20,502	9,638
Volkswagen	82,159	74,910
Total	292,910	301,229
Total vehicles	4,170,551	4,062,665

JAPAN

Cars	12 mos. 1983	12 mos. 1982
Daihatsu	185,159	127,619
Fuji	230,462	201,388
Honda	857,686	859,743
Isuzu	116,184	113,299
Mitsubishi	523,754	572,644
Nissan	1,858,782	1,815,792
Suzuki	137,528	113,811
Toyota	861,580	824,247
Total	7,151,888	6,886,866

Trucks, buses, vans

Daihatsu	345,137	336,626
Fuji	310,218	312,118
Hing	52,129	61,445
Honda	174,754	160,335
Isuzu	274,517	291,572

Mitsubishi	450,951	396,801
Nissan	623,749	591,942
Nissan Diesel	32,472	35,951
Suzuki	493,782	489,272
Toyota	309,770	285,917
Toyota	891,582	886,304
Others	701	885
Total	3,959,771	3,850,168
Total vehicles	11,111,659	10,737,034

REGISTRATIONS OVERSEAS

JAPAN

Cars	12 mos. 1983	12 mos. 1982
Daihatsu	112,214	76,803
Fuji	79,680	77,267
Honda	245,117	239,568
Isuzu	57,807	57,949
Mitsubishi	189,356	225,767
Nissan	833,103	822,297

Vans, trucks, buses

Daihatsu	271,720	262,449
Fuji	210,372	194,383
Hino	35,507	36,131
Honda	159,875	151,008
Isuzu	114,684	120,708
Mitsubishi	293,819	288,220
Nissan	267,515	286,046
Nissan Diesel	19,103	18,655
Suzuki	371,942	368,296
Toyota	151,165	147,367
Toyota	351,003	349,871
Imports	0	1
Total	2,246,705	2,223,135
Total vehicles	5,382,316	5,261,409

SWITZERLAND

Cars	12 mos. 1983	12 mos. 1982
Alfa Romeo	7,254	8,053
AMC	275	374
BL	2,263	2,801
BMW	11,006	12,790
Daihatsu	1,242	1,124
Ferrari	204	253
Fiat Auto	23,365	24,592
Ford	24,268	23,656
General Motors	35,738	38,722
Honda	6,951	8,446
Isuzu	624	105
Lada	229	833
Maserati	68	21
Mazda	11,989	13,423
Mercedes-Benz	5,295	6,358
Nissan	14,369	14,231
Peugeot SA	23,908	24,055
Citroen	10,310	10,404
Peugeot/Talbot	13,598	13,651
Pininfarina	232	170
Porsche	1,420	1,625
Puch	139	196
Renault	14,730	20,005
Rolls-Royce	98	85
Saab	1,301	1,319
Skoda	250	196
Subaru	7,570	8,414
Suzuki	4,059	5,246
Toyota	18,577	19,480
VW-Audi Group	40,443	40,132
Audi	12,098	9,066
Volkswagen	28,345	31,534
Volvo	6,508	6,069
Others	190	229
Total	273,886	290,890

NORWAY

Cars	12 mos. 1983	12 mos. 1982
Alfa Romeo	70	89
BMW	2,083	2,534
Chrysler Corp.	70	90
Dacia	11	0
Daihatsu	1,047	869
Fiat	2,623	1,799
Ford	16,216	17,591
General Motors	14,722	15,479
Honda	3,277	4,443
Lada	3,208	3,972
Lancia	110	89
Mazda	14,043	14,765
Mercedes-Benz	1,714	1,555
Mitsubishi	3,865	3,721
Nissan	7,552	8,715
Peugeot SA	5,614	6,271
Citroen	2,070	1,896
Peugeot	2,407	2,605
Talbot	1,137	1,770
Polonez	2	41
Renault	483	523
Saab	2,178	2,331
Skoda	494	662
Subaru	1,225	1,020
Toyota	8,419	8,963
VAG	12,206	12,453
Audi	2,261	2,602
Volkswagen	9,945	9,851
Volvo	8,344	7,295
Zastava	7	45
Others	89	258
Total	109,672	115,573

DENMARK

Cars	12 mos. 1983	12 mos. 1982
Alfa Romeo	358	200
BL	123	513

Peugeot finances Talbot

Coventry plant will produce C28

By Richard Feast
European Editor

The decision by the Peugeot Group (PSA) to invest \$30 million in its Talbot Motor Co. subsidiary has eased fears about the future of the UK company within the French group.

Given PSA's enormous overall problems, Talbot always looked like a possible casualty. PSA insisted the Coventry (England) company was part of its overall European strategy, and the new investment is confirmation of this.

The money will be spent to introduce a medium-range model, known as C28, in the final quarter of next year. But Coventry will be used only as a satellite plant for C28, a model which could be built as a Peugeot or a Talbot.

The main C28 volume will be produced at Poissy, the former Chrysler plant near Paris which is capable of turning out 1,000 cars a day. A major investment — held up during the bitter strike earlier this year — of \$145 million is being put into Poissy to introduce C28.

What is not yet known is just

which models C28 will replace — as surely it must, given the group's surfeit of products and the insistence by PSA President Jean-Paul Parayre that it is reducing variety to just four basic chassis.

Two of those four chassis have appeared, on the Peugeot 205 and Citroen BX. The understanding is that C28 will be in the medium-range category, which means it could be a more conventional derivative on the BX platform.

If so, over the long term it could mean the demise of products like the Talbot Horizon, Solara and 1510.

Peugeot officials in Paris suggest that C28 will be a lower-volume model than the 205, soon to be built at a rate of around 1,600 a day at Mulhouse (1,000), Poissy and Villaverde, Spain, (300 each).

Talbot Motor Co. made a marginal profit of \$2.2 million in the first half of last year. The sum was insignificant, but the development was: It came after a decade of financial losses.

A key factor was the resumption of exports to Iran, where

nearly 90,000 Hillman Hunter KD kits are assembled locally as the Paykan each year.

Other factors which persuaded PSA to make the investment include much improved productivity, a low level of production disruption compared with the old Chrysler days and a desire to be regarded as a local manufacturer in a market worth around 1.7 million units annually.

Volvo profit

Sales climb 17 pct.

HELMOND, Netherlands. — Volvo Car B.V. earned a pre-tax profit of about \$5 million in 1983, its first profit since the Swedish Volvo Car Corp. took a minority interest in the firm, according to preliminary figures.

In 1982, the Dutch car maker reported a pre-tax loss of about \$5 million. Sales in 1983 rose 17 percent to \$513 million. Unit sales rose 13 percent to 102,000.

C. B. van de Panne, former chairman of the NKF Group management board, and Roger Holtback, new president of Volvo Car Corp., were named to the Volvo Car B.V. supervisory board, succeeding E. van Veelan and L. Jeansson, who retired.

WHERE JAPAN EXPORTED VEHICLES

Region	1983 units	Percent	1982 units	Change From '82
Southeast Asia	539,851	9.5	520,783	+ 3.7
Middle East	623,313	11.0	710,084	-12.2
Europe	1,274,223	22.5	1,122,975	+13.5
EEC	916,187	16.2	777,096	+17.9
North America	2,447,313	43.2	2,297,022	+ 6.5
Central America	162,855	2.9	134,745	+20.9
South America	55,179	1.0	108,336	-49.1
Africa	208,551	3.7	289,422	-27.9
Oceania	346,656	6.1	395,395	-12.3
Others	11,569	0.2	11,751	- 1.5
TOTAL	5,669,510	100.0	5,590,513	+ 1.4

Japan sets European mark

Tops million car sales in 1983

Japan's auto makers shipped a record number of vehicles to Europe last year. The increase was reflected in the number of new Japanese passenger cars registered on the continent — more than one million for the first time.

The matter is of concern to established European manufacturers. Many have benefited from national trade barriers (in Italy, France, the UK and Spain, for example) only to face stiff Japanese competition in their old export markets.

The European volume increase by the combined Japanese was 151,200, or 13.5 percent to more than 1.27 million. Most of that expansion was absorbed by the European Economic Community, with West Germany, the UK and Holland absorbing most of the extra 139,100 units.

The previous best year for the Japanese in Europe was 1980

when nearly 1.23 million vehicles were shipped, including 913,600 to the EEC.

Statistics from JAMA indicate that the country's exports last year rose by 1.4 percent to 5,669,500, still below the all-time high of more than 6 million achieved in 1981.

Besides Europe, Japan's improvements were to North America (an additional 150,300), Central America (28,100) and Asia (19,000). There were declines in shipments to the Middle East (86,800), Africa (80,900), South America (53,200) and Oceania (48,700). In balance, the country exported an additional 79,000 units of all types in comparison with 1982.

The U. S. remained by far the most important export market for Japan. A 6.1 percent increase took the 1983 total to more than 2.23 million, still behind the 1980 record total of slightly

JAPAN'S TOP EXPORT MARKETS

1983 Pos.	Country	1983 units	1982 pos.
1	United States	2,234,375	1
2	Saudi Arabia	335,782	2
3	West Germany	274,436	4
4	Australia	256,883	3
5	United Kingdom	218,243	6
6	Canada	212,938	5
7	Malaysia	123,258	8
8	Holland	121,327	11
9	Indonesia	120,761	7
10	Thailand	116,480	15
11	Belgium	105,260	9
12	Switzerland	87,813	13
13	Austria	80,048	21
14	Puerto Rico	76,383	22
15	South Africa	72,741	12
16	Iran	71,153	39
17	France	66,351	17
18	Finland	64,324	20
19	New Zealand	58,765	10
20	Greece	50,581	14

Source: JAMA.

over 2.4 million. But it still means that the U. S. absorbs two out of every five Japanese vehicles exported, and one out of every five produced.

In a ranking of export markets by national importance, Saudi Arabia is firmly second behind the U. S., despite a volume drop of about 51,700. Strong demand in Germany lifted the country above Australia to third, and in a similar fashion the UK moved ahead of Canada as the fifth most important destination.

Japanese exports as a proportion of total production continued to fall. The country made in excess of 11.1 million units in 1983, and exported 51 per-

Industry at crossroads

Japanese auto makers face challenges

Japan's auto industry is at a crossroads, says a report from the Economist Intelligence Unit.

Western vehicle makers are responding vigorously to the Japanese challenge, and will be helped by a movement toward protectionism as governments seek to protect their domestic auto industries.

The choices facing Japan are examined in the report, entitled "The Japanese car industry: Where now in the 1980s?" Among the main conclusions is that Japanese producers may be forced into making more assembly investments inside protected areas if they are to maintain or enhance their current position.

EIU believes there is clear evidence that the market share of fully assembled Japanese cars is approaching a ceiling in North America and western Europe, and that quotas or other forms of restriction on supply will remain throughout the rest of this decade.

With increasing protectionism in western markets, Japanese auto companies are placing greater emphasis on larger markets elsewhere such as Indonesia, Brazil and South Africa. But the nature of this interest

is likely to change markedly in the 1980s, with more use of KD kits and some degree of local assembly taking over from exports of finished products.

EIU identifies growth in joint-production relationships which offer a number of advantages over establishment of entirely new facilities on an independent basis. These include lower capital costs, more rapid project completion, access to the partner's technology, risk sharing and an easier way out if the project is unsuccessful.

"Mergers between Japanese car producers are unlikely," says EIU. "They would be contrary to the spirit of independence and rivalry which exists in the industry and would not lead to any marked advantages."

The authors think fierce competition for sales inside Japan will continue.

Conditions of supply are likely to be dominated by a relentless search for cost-cutting through robotization and other technological changes. But the diminishing scope for useful redeployment of displaced employees may act as a constraint on this automation process by the middle of the decade, says the report.

cent of them. In 1981, when it hit its best ever volume of almost 11.18 million, the export share was more than 54 percent.

Last year's performance is to

some extent explained by the rise in demand in Japan. Registrations were up for the third year in a row, and stood at more than 5.38 million.

Pumping up Porsche

Major programs expand production

By Richard Feast
European Editor

Porsche built 48,300 high-priced sports cars in 1983, one-third more than in 1982.

But that wasn't enough. The West German auto company is now building a new paint plant at its Zuffenhausen, Stuttgart, headquarters to relieve a production bottleneck.

When the plant gets going toward the end of 1985, it will lift daily output by 25 percent, and will enable Porsche to run two shifts to produce "well over 100 cars a day," according to management board member Rudi Noppen.

At present, Porsche is building 81 units a day at Stuttgart, about 50 of which are 911 series and the remainder the 928. This is a substantial increase over the 71 a day produced last year. The increase was made possible by the elimination of various bottlenecks, and introduction of a new component handling system including Japanese-style just-in-time deliveries for certain components.

The cramped quarters at Zuffenhausen will be further altered this year by construction of a modern customer collection center. It will be finished in the fall. Forty percent of Porsche's West German customers — and a good many from the U.S. — pick up their cars from the factory.

Over the longer term, Porsche's five-year plan is expected to see construction of a new body shop. It is the next major project after the paint shop, and will further smooth the production process without making conces-

sions in quality control.

The company will invest around \$90 million a year over the next few years. The distribution shake-up announced in the U.S. was to account for much of that, but spending on plant and facilities was earmarked for an equally large chunk.

Money will go into product development, but the understanding is there will be no all-new models. The policy of continuous development, epitomized by the long-running 911 series, will result in "more perfect" Porsches, but they could have four-wheel-drive and even use plastics for some body components.

Noppen says the new paint shop will not only raise volume, but will give the company more flexibility, with the possibility of producing more opalescent versions.

It will use robots in the underseal area, but with relatively small volumes, and four models built in two locations, the scope for production automation at Porsche is at present limited. Robots can be used in materials handling, and certain milling and welding jobs, but, according to Noppen, "There is no technique that is as flexible as a well-motivated crew."

In addition to 911 and 928 production at Stuttgart, Porsche subcontracts 924 and 944 assembly to Audi at Neckarsulm. They are currently being produced at a rate of 134 a day; three-quarters are the more expensive 944 equipped with the company's four-cylinder engine.

Noppen says production records show that no two models the same are produced within any two months. The 911 is now available as coupe, cabriolet, targa-top and turbo. The company offers 200 body colors and as many as 350 different seats.

Given Porsche's low in-house manufacture — 70 percent of components are bought — the need to improve materials handling was apparent. It built a multi-story storage and parts warehouse at the headquarters, connecting it to final assembly via an underground tunnel. Driverless trolleys move from the warehouse, where components are picked by computer, to arrive at the assembly line at the correct time.

In the last few months, Porsche has arranged for seat deliveries from Recaro to be made three times daily. This eliminates the need for large stocks of components which can easily be damaged in handling. It is an example of the kanban principle successfully applied by a small-volume maker.

Noppen is responsible for much of the quiet revolution taking place at Porsche. He joined the company in 1982 from Klockner-Humboldt-Deutz where he was head of logistics and production strategy. His Porsche appointment pulled together several previously separate functions.

His role at Porsche may be unique in the industry in that it combines responsibility for production, quality control, purchasing and logistics. He believes that with a trend, even among large-volume makers, toward flexible manufacturing, greater interest will be shown in the Porsche system.

Privately owned Porsche recently revealed its best ever financial results, following a

Nordic cooperation

Group chosen to get things started

By Stig Bjorklund
Staff Correspondent

STOCKHOLM, Sweden. — Volvo President Pehr Gyllenhammar has once more taken on the task of trying to launch industrial cooperation among the Nordic countries.

He has selected a small, independent group of business people from Sweden, Norway, Denmark, Finland and Iceland to get things started.

Prime ministers of the countries involved, recently gathered at a Nordic Council meeting in Stockholm, have officially welcomed the idea and declared they look forward to studying results from the Gyllenhammar Group's work.

Guidelines for Nordic industrial cooperation have been in existence for many years, the latest ones dating from December, 1981. In practice there has, in fact, been nearly nothing established.

One of the few positive examples is Volvo, which has tried to keep up Swedish-Norwegian cooperation after the failure of the big Volvo-Norway deal in 1979, when Volvo share-

small decline in the early 1980s.

In its financial year ending last July, it recorded a 43 percent increase in sales to DM 2.1 billion (\$766 million), and 85 percent increase in profits to DM 69.6 million (\$25.4 million) and a 39 percent sales increase to 44,800 units.

Reporting the results, finance director Heinz Brantzi said the Porsche and Piech family shareholders may consider stock exchange sales within five years.

holders stopped Gyllenhammar's project of letting Norway buy 40 percent of the Volvo Group.

In exchange for Volvo Energy having a chance of drilling for oil off Norway's coast, Volvo has taken on a number of Norwegian component suppliers. In the important Light Component Project recently revealed by Volvo, Norwegian aluminum and magnesium technology played a major role.

An even more outstanding example is, of course, the Saab-Valmet project, in which Saab cars are being assembled at a joint-venture plant in Western Finland. This does not, however, alter the general picture of industry being fairly slow to follow governmental advice to expand within the Nordic region.

Composite sale

Insulation Equipments Ltd., Shropshire, UK, has received \$1 million worth of orders from U.S. companies for a new composite material called Malaform. IEL says the new development provides "the answer to the problems of meeting modern design requirements for compound curving decorative-faced components which achieve advanced fire safety standards."

The material is a fiberglass-reinforced resin with a decorative coating, applicable for fire-resistant paneling, air conditioning, ducting, window and door surrounds, engine covers, bulkheads, end caps, seats and seat-cover moldings. Among IEL's North American customers is Budd Co.